JUNE 30, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

WEEK, nine-week-old NBC affiliate in Peoria, is making amazing progress, thank you! Already it is showing the recognized traits of its illustrious family . . . WKY's ability to attract and hold the lion's share of the audience; the genius of KLZ in originating and producing shows about which thinking people talk; the leadership in community affairs of KVOR. Four great stations for listeners . . . four profitable stations for advertisers, all under management affiliated with The Oklahoma Publishing Company.

WKY, *Oklahoma City* • **KLZ,** *Denver* • **KVOR,** *Colorado Springs* • **WEEK,** *Peoria*

THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN - OKLAHOMA CITY TIMES - THE FARMER-STOCKMAN

Represented by THE KATZ AGENCY

IN THIS ISSUE—PETRILLO, NEW LABOR LAW AND RADIO—PAGE 12

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: THE DAILY OKLAHOMAN—OKLAHOMA CITY TIMES—THE FARMER-STOCKMAN
KVOR, COLORADO SPRINGS—KLZ, DENVER AND WEEK, PEORIA, AFFILIATED IN MANAGEMENT—REPRESENTED BY THE KATZ AGENCY

Harold R. Bradley family

Lawrence and Wayne make the fourth generation of Bradleys to farm these Winnebago County, Wisconsin, acres. Each son now operates 200 acres; Harold, the father, helping both. Forty milk cows are in production and 150 laying hens. There are 300 White Rock chickens, 100 Shropshire ewes and two thoroughbred bulls. The Bradleys have 200 acres of marsh hay (about 400 bales); 30 acres in corn, 35 in oats and 45 in alfalfa. There are three children; Lawrence, 20, Wayne, 23, and Lorraine, 13.

These are folks worth knowing—the Bradleys and all the other thousands of good neighbors of ours in four Midwestern states. For 23 years, our microphones have focused on these families. We have provided the service they need, the entertainment they want. Their response is a loyalty partly measured by the million letters they write us every year—a loyalty measured, too, in the quality and intensity of results our advertisers get.

Lawrence Bradley, one of 40 Future Farmers to win our annual 3-day award trip to Chicago. He keeps careful records of flock, crops and stock.

Cooking comes first with Mrs. Bradley. She is a Board of Education member and mother of three fine children. Her food cellar is always well-stocked.

Harold Bradley supplements two tractors with this Percheron-Belgian team. He helps Lawrence with one 200-acres, Wayne with the other.

The Bradley home place, well-kept, clean. Electricity come a year ago, other modernization is following. An apple orchard is behind the house.

Lawrence and Lorraine feed Doll, 400-pound-producing Holstein. The Bradley herd is half Holstein, half Milking Shorthorns. The barn-radio provides music, markets and news.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.

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The Yankee Network hits the spot where sales are made — not once, but 24 times. Its 24-hometown stations give you direct, local impact, take you into the very center of sales activity in 24 principal cities and their suburban trading zones.

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THE YANKEE NETWORK, INC.

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21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WHITE HOUSE rule that President is not to be quoted without express authority prevailed following meeting with "freedom" delegation under NAB auspices (story page 14). It's no secret, however, that conferees identified with newspapers were chagrined over feeling that while President wants no interference with freedom of expression, he nevertheless might look askance upon joint ownership of newspapers and stations. That was FDR's principal radio fetish.

REP. EVAN HOWELL (R-Ill.), chairman of recently created House Interstate & Foreign Commerce subcommittee on radio, is slated for appointment to U.S. Court of Claims any day. Chairmanship of important subcommittee would fall to Rep. Leonard W. Hall, from New York's wealthy Oyster Bay district, as ranking majority member. Rep. Hall, however, heads Securities & Exchange Commission subcommittee and question arises as to which he would prefer.

EDWARD C. OBRIST, assistant general manager, WPEN Philadelphia, slated to move up to general manager post when sale of station by *Bulletin* to Sun Ray Drug Co. is approved by FCC. G. Bennett Larson, present general manager, to continue with *Bulletin*, transferring to its WCAU as television chief.

FROM highest quarter comes indication that Government eagerly awaits further court procedure in case of U. S. vs. James C. Petrillo. Those close to case hint Uncle Sam has music czar over barrel, and may use case to establish validity of Taft-Hartley bill's ban on feather-bedding in all industries.

HENRY R. FLYNN, CBS Hollywood network sales service representative, becomes network's radio sales manager in Los Angeles in August with shift of L. D. Larrimer to Chicago. Mr. Flynn goes to New York for orientation.

SEVERE RETRENCHMENT at Whitehall Pharmacal Co., New York, including reported cancellation of more than one network show as well as extensive reduction of advertising staff reported scheduled within next two weeks. Whitehall's parent company, American Home Products Co., also reportedly considering advertising budget cuts.

WHILE FM Assn. prods network presidents to make musical programs available to FM, network executives observe that it just isn't that easy. Many affiliation contracts said to prevent such duplication, even though Lea Act decision appears to invalidate AFM's 18-month ban.

NAB brass showing more interest in FM lately. Association's FM Dept. has been handled as routine operation but front office apparently plans to give FM serious attention. Leonard Asch, pioneer station operator and pillar in FM Assn., named head of NAB's FM Committee. Adoption by NAB board of plan for two

(Continued on page 86)

Upcoming

July 2: International Telecommunications Conference, plenary session, Hotel Ambassador, Atlantic City.

July 7: Petrillo inquiry by House subcommittee, Caucus Room, Old House Office Bldg., Washington.

July 17-18: NAB Public Relations Executive Committee, NAB Hdqrs., Washington.

July 21: NAB Employe-Employer Relations Committee, labor conference, NAB Hdqrs., Washington.

Bulletins

PLENIPOTENTIARY conference, second of three international telecommunications conferences, opens at 11 a.m. July 2 with general meeting of delegates at Hotel Ambassador, Atlantic City. It will run concurrently with International Radio Conference, which began study of postwar world allocations of radio spectrum in mid-May and may end Aug. 1. High-Frequency Broadcasting Conference opens Aug. 15.

ADDITIONAL $3,000,000 for "Voice of America" requested in Senate Friday by Sen. Pat McCarran (D-Nev.). Sum earlier asked by Secretary of State George C. Marshall who claims $6,000,000 recommended by Senate Appropriations Committee not sufficient to keep "Voice of America" abreast of foreign anti-American propaganda (early story page 82).

WHITE BILL DEFERRED

CHAIRMAN Wallace H. White Jr. of Maine, of the Senate Interstate & Foreign Commerce Committee, issued this statement Friday evening upon completion of hearings on his radio bill (S-1333):

"Due to the press of other legislative matters and the fact that the hearings on the bill ran longer than expected, I do not now feel that the committee should attempt to report the bill before the Congressional recess, expected about July 26.

"I believe that the hearings just concluded served a very useful purpose. They highlighted the amazing technical and other developments in the communications field, as well as the extreme divergence of views in the industry itself concerning many basic problems. These problems and the many criticisms and helpful suggestions offered deserve and will receive prompt, as well as careful consideration by members of the committee, by the committee itself and in due course by the Congress."

Business Briefly

REXALL, C-P-P EXCHANGE ● Rexall Drug Co., Los Angeles, July 2 switches time with Colgate-Palmolive-Peet Co. and in October moves Jimmy Durante to Wed. 10:30-11 p.m. on NBC. Agencies, N. W. Ayer for Rexall and Ted Bates for C-P-P.

FORD SPONSORS ● Ford Motor Co., on behalf Southern Calif. dealers, July 2 starts weekly sports telecast on KTLA Los Angeles. Agency, J. Walter Thompson Co., George T. Shupert, KTLA national sales representative.

LEWIS-HOWE RENEWS ● Lewis-Howe Co., St. Louis, renews for 52 weeks *Date With Judy* on NBC, Tues., 8:30-9 p.m. Agency, Roche, Williams & Cleary, Chicago.

NAB MEETING TO DISCUSS INDUSTRY LABOR POLICIES

TOP labor relations figures in broadcasting industry will meet in Washington July 21 to study effects of Petrillo decision and Taft-Hartley Act on station and network operations (see page 13). Occasion will be meeting of NAB Employe-Employer Relations Committee of which John Elmer, WCBM Baltimore, is chairman. Head of EERC Dept. at NAB is Richard P. Doherty.

Network vice presidents will report their views on effect of developments on operations. Station executives will provide similar material. EERC Dept. is preparing series of reports covering effects of decision and new law on specific phases of broadcast operation.

In resume issued Friday, EERC Dept. recommended broadcasters continue to operate under terms of existing contracts, and enter cautiously into new contracts. Department suggested broadcasters and attorneys study laws in relation to particular facts.

EERC Dept. took position full impact of Taft-Hartley Act will be gradual and said basic significance as to particular problems will require NLRB and court decisions.

FM Assn. expected to meet with network executives July 21 to discuss FMA's telegram asking networks to make programs available for FM as result of Supreme Court decision.

ASCH HEADS NAB FM GROUP; BARTLEY RESIGNS POST

LEONARD L. ASCH, WBCA Schenectady, appointed Friday as chairman of NAB FM Executive Committee. He succeeds Walter J. Damm, WTMJ Milwaukee, who resigned but continues on committee. Mr. Asch is member of FM Assn. board and pioneer FM operator without AM affiliation.

At same time NAB announced resignation of Robert T. Bartley as FM Dept. director, effective July 1. Successor to be named soon.

NAB also announced new by-law provision adding two FM (A and B), one facsimile and one television director-at-large (when category has 25 members) would be submitted to industry referendum. Plan adopted by board in May [BROADCASTING, May 26].

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THE DIFFERENCE
WHHM

SEE
THE DIFFERENCE
WHHM

HEAR THE DIFFERENCE
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In Time Buyers' Comments
It's W H H M First

SEE THE DIFFERENCE
•
In Sales When You
Switch To WHHM

HEAR THE DIFFERENCE
•
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SEE THE DIFFERENCE
•
Healthy Hoopers Make
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HEAR THE DIFFERENCE
•
In Advertisers' Comments
Since Using WHHM

SEE THE DIFFERENCE
•
A Responsive Audience Makes
W H H M

WHAT'S THE DIFFERENCE?
•
MORE SALES—
MORE LISTENERS PER
DOLLAR IN MEMPHIS
WHHM

NOW—ENJOY THE DIFFERENCE!
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THE SPOT
FOR
YOUR SPOTS
WHHM

Fulton Lewis, jr.

available now* on the DON LEE net

Cover the Pacific Coast—Inside and Outside—by sponsoring radio's biggest cooperative on this great regional network.

Broadcast at 4:00-4:15 p.m. (P.S.T.) Mon. thru Fri., Lewis' rating in the 6 Coast Hooper cities has averaged 5.3 for the past 6 months. (Average in Don Lee Outside market cities is 12.0!)

To cover the Coast, this is a combination that can't be beat—FULTON LEWIS, jr. on the DON LEE NETWORK of 42 stations!

Wire, phone or write us immediately for complete information.

*Offered Subject to Prior Sale

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MUTUAL BROADCASTING SYSTEM
CO-OP

1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
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BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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Market Index No. 1...

Industrial employment is the most important index of most markets. And, in the Nashville retail trade area industrial employment through March 1947 was 8.9% higher than during the first quarter of 1946. That's one reason why the Nashville market area can give rich returns for your sales effort. So, start now to put your message across—via the large audience in this area who tune to favorite programs broadcast over WSIX.

WSIX gives you all three: Market, Coverage, Economy

5000 WATTS

980 KC

AMERICAN

MUTUAL

Represented Nationally By

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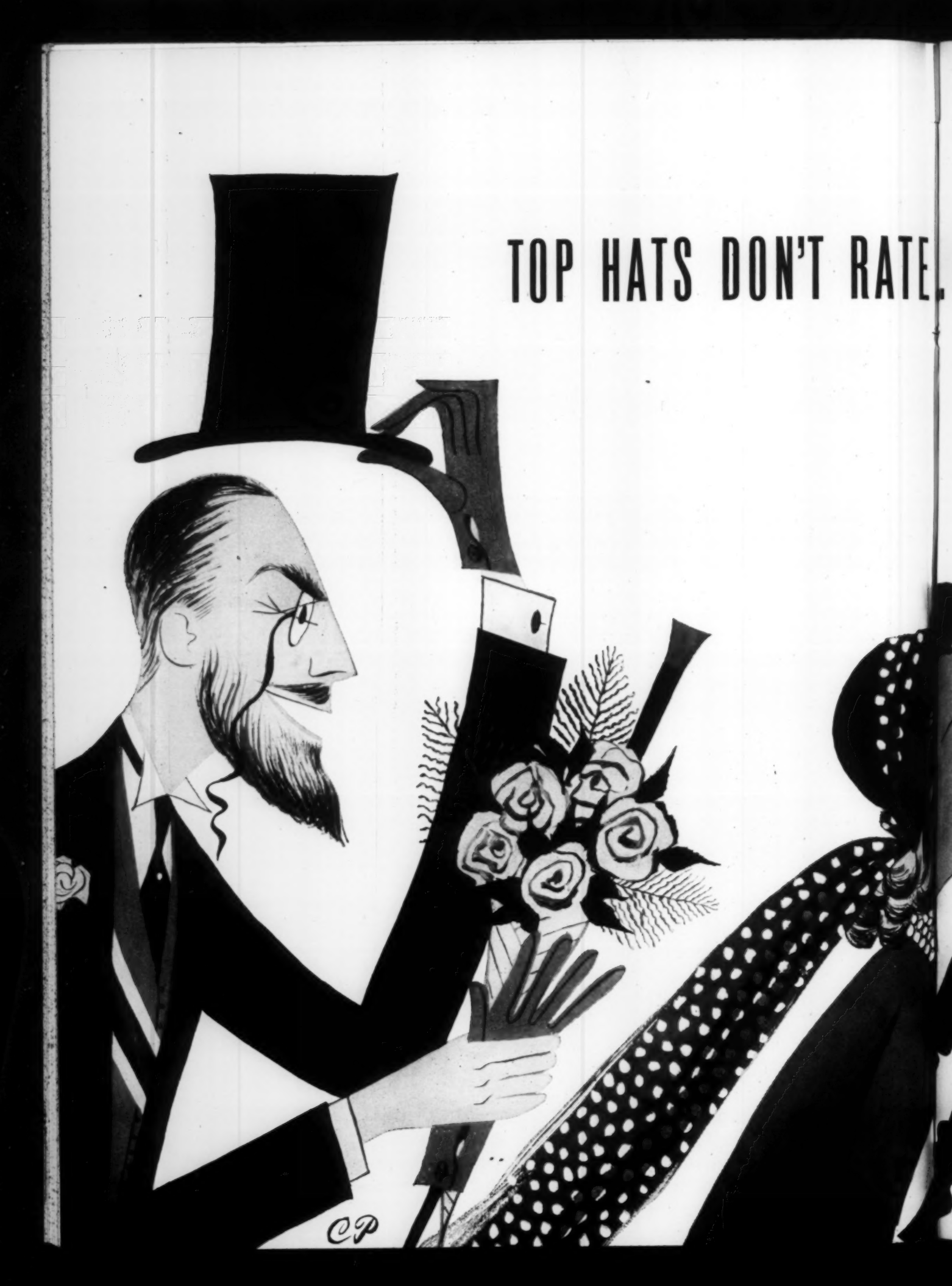
WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE


TOP HATS DON'T RATE.

YOU CAN TURN HEADS WITH WTOP TALENT

E IN WASHINGTON

Washingtonians are different. They'll take a top-hatted statesman in their stride. But they'll hang on to every word of a hometown favorite, will listen to such capital favorites as these WTOPers:

Arch McDonald: Baseball fans throughout the country think of him as their favorite World Series announcer. Washingtonians do too. They also think of McDonald (and listen too) six nights a week when he's "Speaking of Sports".

Jay Carmody: On Sunday afternoons, the Drama Editor of a Washington paper treats WTOP listeners to news and notes about screen and stage entertainment in Washington. Annual trips to Hollywood and monthly sojourns in New York give Carmody and WTOP listeners intimate stories about the stars.

Austine Cassini: "The people other people follow" and hundreds of thousands of those "other people" read her society column in the Washington *Times Herald* and in more than 100 other newspapers. Austine Cassini's D. C. fans also hear her three times a week on WTOP—Washington's only 50,000-watt station.

John Cramer: 237,000 people—one out of every three employed Washingtonians—work for Uncle Sam. They keep tab on decisions that affect their lives—and livelihoods—by keeping tuned to WTOP's "Government Reporter," John Cramer, a top-flight newspaper columnist who knows his government bureaus from A to Z.

Arthur Godfrey: Although he has his own CBS network shows, Godfrey still broadcasts his first and most famous program—"Sundial"—for thousands of early-morning Godfrey fans among WTOP's 262,690 radio families. (50-100% BMB Daytime Audience.)

Elinor Lee: WTOP's Director of Women's Programs conducts WTOP's "Home Service Daily"—cited by the National Advertising Agency Network for its "household services and for valuable work in the field of family relations". Miss Lee has a 3.8 Hooper rating (December-April 1947). And at 9:45 in the morning!

Henry Mustin: He sits at WTOP's "City Desk"... has a full-time assignment to cover the city as a local news beat. For ten years reporter for the *Washington Star*, Mustin goes to press five nights a week and reports on hometown happenings.

And so it goes—one local origination after another... each proving WTOP has a talent for finding stars who have a capital flavor... who command capital favor, as shown in every audience study ever made. If *you* want to make an impression in Washington, get in touch with WTOP—Washington's only 50,000-watt station—or Radio Sales—the ***Spot*** Broadcasting Division of CBS.

Sales await Advertisers in these 5 Rich Markets

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

NBC AFFILIATES

Steinman Stations
Available individually to suit your needs. Write:
Sales Representative
RADIO ADVERTISING COMPANY
New York • Chicago
San Francisco • Los Angeles

Feature of the Week

By D. HAROLD McGRATH
Superintendent, U. S. Senate Radio Gallery

ANOTHER first was added to the long list in broadcasting experience Monday when millions of listeners were given a vote-by-vote report on the Senate's action on overriding President Truman's veto of the Taft-Hartley labor bill. As a result, the members of the radio news corps of Washington are singing the praises of Senator C. Wayland Brooks (R-Ill.) and the Senate Rules and Administration Committee for giving a big assist.

Mr. McGrath

The installation of an intercommunication telephone between the Senate Radio Gallery and the radio news quarters, authorized by the Rules Committee at the request of Senator Brooks, made possible the giving of the vote by individuals within seconds after the vote was cast on the Senate floor. Hardy W. Croxton, assistant superintendent, was at the telephone in the gallery, seated beside Robert Hough, second assistant, who recorded the votes as cast. Mr. Croxton whispered each vote as cast into the telephone to the writer and superintendent of the gallery, who was on the other end of the communication system. Richard Harkness of NBC, Elmer Davis of ABC, Mark Austad of WWDC Washington, Bill Henry of CBS, and Albert L. Warner of MBS then relayed the voting to the millions of listeners.

In assaying the matter, Bill Henry, president of the Radio Correspondents Assn., said, "We feel particularly grateful to Senator Brooks and his committee. Senator Brooks, when approached on the matter of a telephone by the radio correspondents committee, immediately urged his senatorial associates to approve the request. Of course, direct broadcasting of these events would probably be more satisfactory, but the radio news men, understanding the obstacles to such procedure, are most appreciative of Senator Brooks' efforts in our behalf to do what we did do."

All radio newsmen agree that the battle over the President's veto provided the most dramatic story on the Hill since authority was given for the broadcasting of radio news from Congress. Commencing with action in the House on Friday, June 20, the radio galleries were the center of the greatest activity

(*Continued on page 72*)

Sellers of Sales

WHEN he found lawyers selling shoes in the early thirties, Lou Holzer switched from pre-law to philosophy at De Paul U. (B. Ph. '35).

That's typical of the young man who is currently managing director, radio division, Lockwood-Shackelford Adv., Los Angeles. He oversees radio billings amounting to approximately $1,000,000 of such clients as Seaside Oil Co., California Physicians Service, Breakfast Club Coffee.

Native of Chicago where he was born Nov. 25, 1913, Lou broke into radio in 1927 over WEBH, that city. Boy correspondent for *Chicago Herald & American*, he expressed his views on municipal affairs.

Music was also his interest and skill, winning an All-Chicago music scholarship as a tenor in 1928. But Lou couldn't or wouldn't settle down to one task. He turned the scholarship down.

Music nevertheless continued to be a hobby but he turned to lyric writing and occasional composing. Of 32 published songs, four have been on the *Hit Parade*. Two, "When They Played the Polka" and "Farewell My Love" hit number one spot on the *Hit Parade*.

Following graduation from college, he worked in radio as freelance writer and producer from 1936-1944. During this time Lou also wrote special material for Sophie Tucker. In 1941 he had a band playing in the Pump Room of the Ambassador East Hotel fronted by one Lou Holden (same gentleman).

LOU

Lou characterizes this period of his career as one in which he never had a full-time job. Arriving in Los Angeles in June 1945 with a new wife (Sally Cooper, married June 18, 1945), he started out freelancing in radio.

In September 1945 he joined Lockwood-Shackelford Adv. as a producer. He subsequently was named radio director in May 1946.

Father of a young daughter, Francine Emelia, 1, Lou makes his home in Hollywood. He lists her as his prime hobby with music second. He's a member of Hollywood and Los Angeles Ad Clubs as well as ASCAP.

WOC

"Time changed— but we still listen to WOC-NBC!"

QUAD Cities
DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

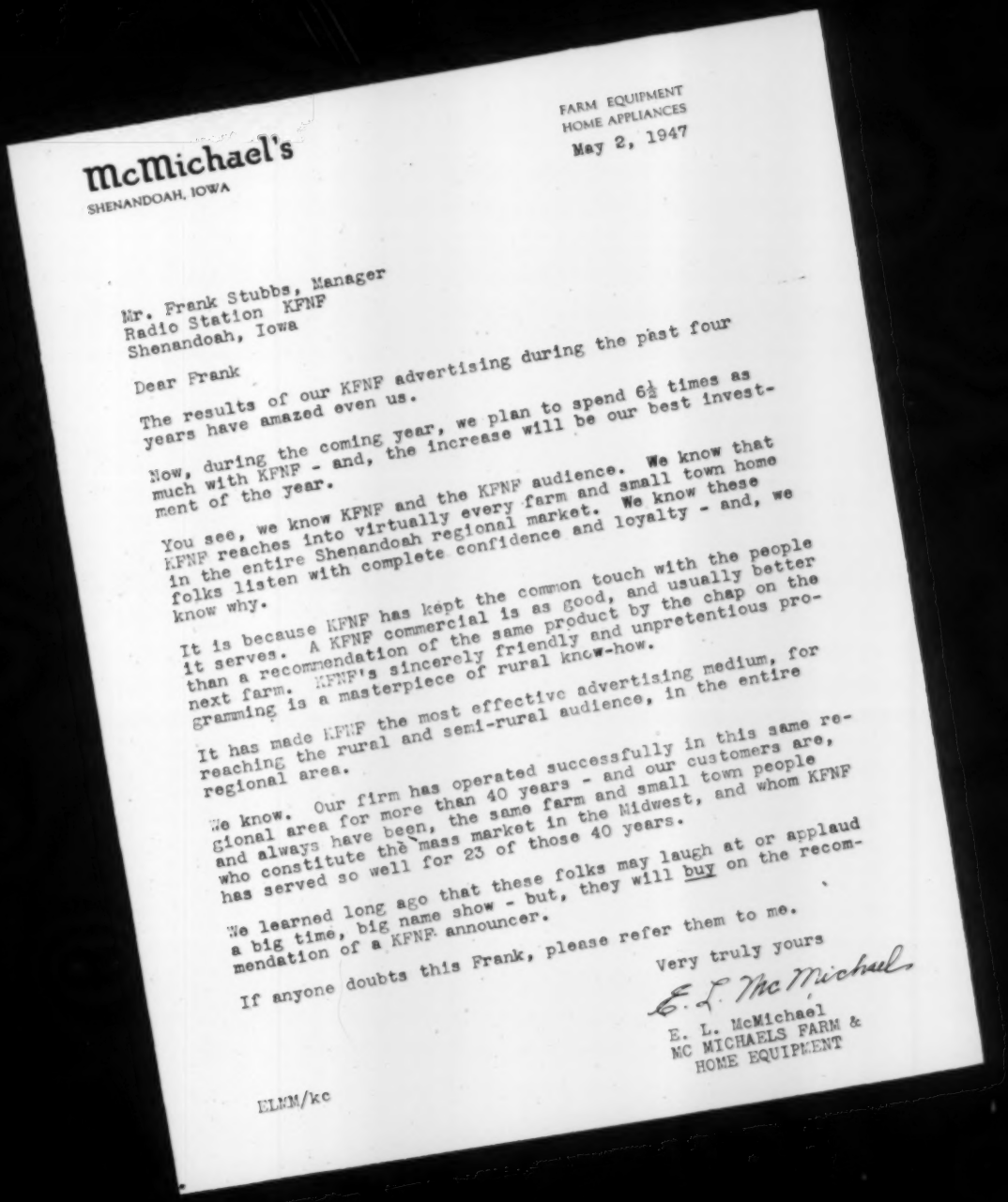
Only WOC delivers satisfactory year-round NBC service to the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. Approximately 218,000 people work and live here . . . make it the 40th retail market in the nation.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate
B. J. Palmer, President
Buryl Lottridge, Manager

WOC
DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

Letter #6, Series #3

PLAINLY STATED, HERE'S WHY KFNF IS SO CONSISTENTLY EFFECTIVE.



McMichael's
SHENANDOAH, IOWA

FARM EQUIPMENT
HOME APPLIANCES

May 2, 1947

Mr. Frank Stubbs, Manager
Radio Station KFNF
Shenandoah, Iowa

Dear Frank

The results of our KFNF advertising during the past four years have amazed even us.

Now, during the coming year, we plan to spend 6½ times as much with KFNF - and, the increase will be our best investment of the year.

You see, we know KFNF and the KFNF audience. We know that KFNF reaches into virtually every farm and small town home in the entire Shenandoah regional market. We know these folks listen with complete confidence and loyalty - and, we know why.

It is because KFNF has kept the common touch with the people it serves. A KFNF commercial is as good, and usually better than a recommendation of the same product by the chap on the next farm. KFNF's sincerely friendly and unpretentious programming is a masterpiece of rural know-how.

It has made KFNF the most effective advertising medium, for reaching the rural and semi-rural audience, in the entire regional area.

We know. Our firm has operated successfully in this same regional area for more than 40 years - and our customers are, and always have been, the same farm and small town people who constitute the mass market in the Midwest, and whom KFNF has served so well for 23 of those 40 years.

We learned long ago that these folks may laugh at or applaud a big time, big name show - but, they will buy on the recommendation of a KFNF announcer.

If anyone doubts this Frank, please refer them to me.

Very truly yours

E. L. McMichael

E. L. McMichael
MC MICHAELS FARM &
HOME EQUIPMENT

ELMM/kc

If You Want The Buying Audience Of The Shenandoah Regional Farm Market-Call Frank Stubbs, Shenandoah, Iowa

NO. 15—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth?)

TEAMWORK!

And what is this we see before us—aside, that is, from the well-known map of our President H. Preston Peters? Well, it's an on-the-spot conference on station-programming. Matter of fact, *all* our F & P officers are constantly talking with "our" stations, about promotion, programming, merchandising and audience development. This may seem "a long way 'round" to sell time, but it *does* sell time. Because it enables F & P to do a better, more constructive job for *you*.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TELEVISION:	
ST. LOUIS	KSD-TV

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	180 N. Michigan Ave.	Penobscot Bldg.	406 W. Seventh St.	Palmer Bldg.	6331 Hollywood Blvd.	58 Sutter Str

BROADCASTING
TELECASTING

VOL. 32, NO. 26 WASHINGTON, D. C., JUNE 30, 1947 $5.00 A YEAR—20c A COPY

Lea Ruling, Labor Act Break for Radio

Basis of Equality Between Unions, Management

By J. FRANK BEATTY

BROADCAST management is now operating on a basis of equality with organized employes as the result of two separate Government actions taken within an hour—enactment of the Taft-Hartley Act and Supreme Court decision upholding the Lea Act.

Immediate results of these steps, most important operating advances since broadcasting became a major industry, began to appear shortly after the Senate overrode the Presidential veto of the labor bill and the court sustained right of Congress to legislate against unfair union tactics in the broadcasting industry.

Majority Opinion in SCOTUS Decision on page 74; other related stories on pages 72, 74, 78, 79, 81.

Important phases of the two-ply action include:

Feather-bedding is outlawed by both the Lea Act and Taft-Hartley Act.

Closed shop is outlawed.

Secondary boycott is outlawed.

Management still must bargain collectively with employes.

Supervisors need not be included in contracts.

Freelancers are independent contractors.

Employers have the right to court review of the number of employes they hire. They may deal separately with different classes of professional employes.

Petrillo's welfare fund as now operated appears illegal.

His ban on FM duplication of AM musical programs appears illegal.

It all adds up to this—employers face fewer blackjacks at the hands of the unscrupulous element among unions.

Despite the moans of some labor factions, the Taft-Hartley Act definitely does not reduce employes to servitude. On the other hand it is considered by many leaders of both groups to mark a forward step in labor negotiations, removing excesses that have hampered relations in recent years.

What few management or labor executives had noticed last week, apparently, was that the bill places on employers an added obligation to bargain collectively.

Right after the Supreme Court handed down its decision, FM Assn. wired presidents of the four networks asking them how soon they would make network musical programs available to FM stations. The telegrams were sent by Bill Bailey, FM Assn. executive director.

Decision Deferred

Network heads deferred decision on the request while they studied the decision and the Taft-Hartley Act. One network executive, an attorney, raised the point that FM conceivably might be construed legally as a different type of service from AM and not within the limits of the new labor law.

FM Assn. took the position that the AFM ban against duplication, unless double personnel is used, imposed by Petrillo Dec. 31, 1945, was a violation of the Lea Act. FMA advised its members to ask networks with which they are affiliated for permission to duplicate AM programs on FM. Non-network sta-

(*Continued on page 76*)

. . . Pianissimo

Court Must Rule On Other Parts Of Lea Act

THOUGH the Supreme Court has upheld right of Congress to pass a specific law (Lea Act) regulating interstate commerce, the case of the United States vs. James C. Petrillo will be dumped right back in its lap.

The court's decision last Monday definitely held that the Lea Act ban on feather-bedding is constitutional but it did not rule on picketing or strikes. (Text of decision on page 74).

AFM last week had not decided whether to exercise its right to ask rehearing of the case by the Supreme Court. It had a 25-day period in which to make such a request. If it asks rehearing, the court will act on the petition after the summer recess. If rehearing is not asked, the Supreme Court will send an order to the District Court remanding the case for trial.

The District Court will put the case on its docket to await trial in regular course, just as any other criminal case, probably in the autumn or winter. Since the alleged violation of the Lea Act is a misdemeanor—based on demand that WAAF Chicago hire more employes, accompanied by a strike threat and picketing—the Government can amend its original complaint if desired.

Petrillo did not give blanket admission to all charges in the first complaint, the violation being designed to bring a test case into the Supreme Court. He will be entitled to trial by jury in the court of Judge Walter La Buy, but may waive jury trial. In that event the evidence would be placed before Judge La Buy.

Appeal Possible

If guilty, Petrillo might go to the U. S. Court of Appeals on questions of law not raised in the Supreme Court, questions raised during the trial, such as admissibility of evidence.

Handling the case for the Dept. of Justice is Assistant Attorney General Theron Lamar Caudle, in charge of the Criminal Division, aided by John S. Pratt, special assistant to the Attorney General in

(*Continued on page 72*)

LEA STATEMENT ON DECISION

California Democrat, Who Fathered the Act Gratified at Court Action

By CLARENCE F. LEA
(D-Calif.)
Member, House Interstate & Foreign Commerce Committee

THE decision of the Supreme Court reversing that of the Chicago District Court in the case of James C. Petrillo was, of course, gratifying to me. The decision will be gratifying generally to the average citizen who believes in protecting the integrity of action in all business relations.

Rep. LEA

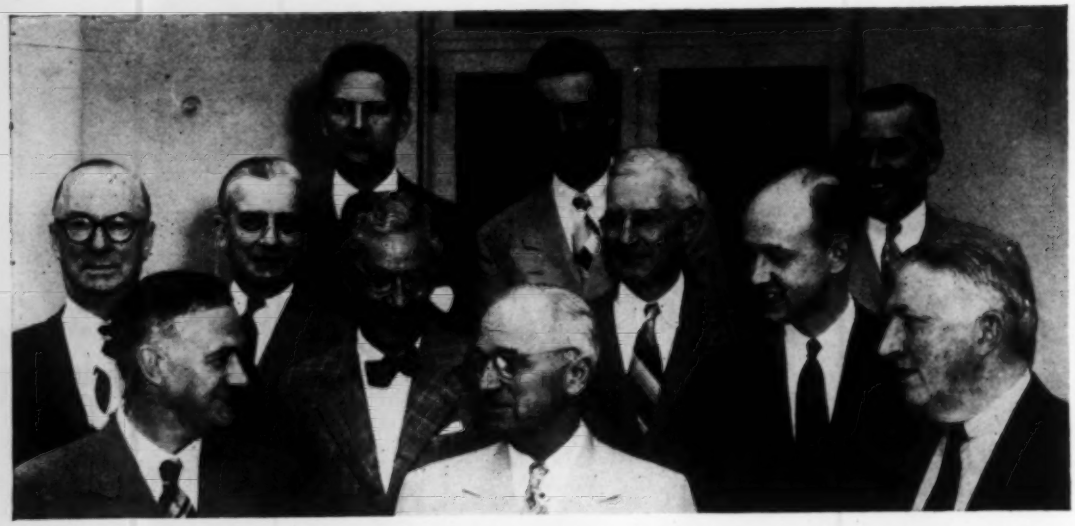
For a number of years our country has suffered by the lack of law to protect the public against various forms of racketeering.

In this decision of the Court we have a clear recognition of the right and duty of Congress to protect industry and the public against "feather-bedding" in its various forms.

The attack upon the information against Petrillo on the ground of its alleged uncertainty was, as indicated by the Court, in effect, a contention that no legislature could make it an offense for a person to compel another to hire employes, no matter how unnecessary they were. The Court said, "The Constitution presents no such insuperable obstacle to legislation."

The Court further said, "Clearer and more precise language might have been framed by the Congress to express what it meant by 'number of employes needed.' But none occurs to us, nor has any better language been suggested, effectively to carry out what appears to

(*Continued on page 81*)



PRESIDENT TRUMAN greeted media representatives at NAB's Freedom of Expression conference in Washington, Thursday. Left to right (front row): Justin Miller, NAB president; President Truman; Melville Minton, American Book Publishers Council. Second row: Donald F. Nelson, Society of Independent Motion Picture Producers; Col. James Hale Steinman, ANPA and Steinman stations; William L. Chenery, National Publishers Assn.; David W. Howe, American Newspaper Publishers Assn.; Farry F. West, American Book Publishers Council. Third row: Paul Miller, Associated Press; A. D. Willard Jr., NAB executive vice president; Kenneth Clark, Motion Picture Assn. of America.

President Asserts Freedom Of Media Vital to Nation

FREEDOM of broadcasting and other media of expression is basic in the democratic system, President Truman said Thursday at a meeting with representatives of radio, magazines, newspapers, books and motion pictures. The group held an all-day session at the invitation of Justin Miller, NAB president.

Mr. Truman reiterated his flat stand on behalf of complete freedom of radio, first expressed in a letter to BROADCASTING July 3, 1945. He added that media have a responsibility to present faithfully to the public the story of world events.

The President's remarks reaffirmed his 1945 observations that strict Government regulation of broadcasting and other media is not good for the country.

NAB's meeting was called to go into the mutual media problem of growing threats to fundamental freedoms and individual rights under the First Amendment, which provides that Congress must not pass any law bridging freedom of speech or press.

Among those attending the meeting were: Melville Minton, president, American Book Publishers Council; Harry F. West, managing director, American Book Publishers Council; David W. Howe, president, American Newspaper Publishers Assn.; Col. James Hale Steinman, chairman, ANPA Federal Laws Committee and head of the Steinman stations; Kenneth Clark, director of information, Motion Picture Assn.; Donald J. Russell, attorney, Motion Picture Assn.; Judge Miller; A. D. Willard Jr., NAB executive vice president; William L. Chenery, chairman of editorial committee, National Publishers Assn.; Donald Nelson, president, Society of Independent Motion Picture Producers. Paul Miller, assistant general manager, Associated Press, attended as an observer.

MAYFLOWER DECISION IS DEFENDED BY ARNA

THE Association of Radio News Analysts declared in a statement issued last week that any evils ascribed to the Mayflower Decision by its opponents have arisen "... not out of the decision itself but out of either an honestly or wilfully mistaken interpretation of its purport. . ."

The ARNA statement continued: "The Mayflower Decision has been improperly used by some individual stations and networks as justification for their refusal to support non-political causes with which by far the major part of the audience served is fully identified."

This does not mean, the statement emphasized, that commentators should not be allowed to express their own conclusions. But, it cautioned, "...The station itself should not editorialize except under circumstances of public welfare where its intervention is clearly unexceptionable. . ."

"Radio would be better off if opinion were clearly labelled opinion and did not masquerade as objectivity. . ." the ARNA statement concluded.

Courtesy of CBS

ROBERT TROUT, presenting his *News Til Now* program on CBS the evening of June 23, took note of the fact that "Niles Trammell, president of the National Broadcasting Company" had that afternoon told a Senate committee hearing testimony on the White Bill about "Ultrafax," the new RCA development.

Plans for $8,000,000 UN Network Told

Would Be Centered in N. Y. With Other Feeders

PLANS for "a modest world-wide broadcasting system" for the United Nations, to cost an estimated $6,000,000 plus $2,000,000 for real estate and buildings, were announced in New York last week by Brig. Gen. Frank E. Stoner, chief UN telecommunications engineer.

The network will be centered in New York, Gen. Stoner said, with other cluster feeder systems at Geneva, Hawaii and in South America. Gen. Stoner addressed a world radio and press group meeting sponsored by the foreign press association. Capt. W. G. H. Finch, who installed facsimile equipment for the UN at Lake Success, described the proposed communications set-up for the new UN headquarters on New York's East River.

Other speakers were Sidney Sparks, vice president and traffic manager of RCA Communications Inc., and Norman Young, of the International Telephone and Telegraph Co.

An added feature of the session was the reproduction by Finch facsimile of photographs of guests who had entered the assembly room less than a half-hour before. The reproductions were transmitted by Capt. Finch's facsimile station WGHF New York. Feature of the new UN buildings will be Finch facsimile equipment enabling delegates to obtain copies of important documents and photographs from nearby offices in maximum speed.

Miller Praised by Industry For Testimony on White Bill

NETWORK presidents joined other industry leaders last week in high praise of NAB President Justin Miller's testimony before the Senate Interstate Commerce Subcommittee on the White Bill.

The testimony provided one of the dramatic high spots in broadcasting's regulatory history as subcommittee members questioned some of Judge Miller's conclusions.

Determined to get his views on radio's constitutional rights into the subcommittee's record, Judge Miller's replies to questions provide a mass of oral testimony on senatorial and judicial conceptions of basic rights under the Constitution.

Excerpts from letters follow:

Niles Trammell, NBC president, to Judge Miller—Immediately after you completed your testimony on the White Bill I congratulated you on the position you had taken in advocating and defending the basic rights of broadcasters. I am now placing this commendation in a letter so that I may be on record with the members of your Board of Directors to whom I am sending a copy. I want, also, to express my approval of the NAB presentation.

Frank Stanton, CBS president, to NAB board members—He (Judge Miller) did a magnificent job; he was forthright and logical, and did not retreat from the position that radio should have equal rights with the press. Having followed closely three previous hearings on radio legislation before committees of Congress, this was the first time that broadcasters took the offensive with a solid position to back it up. Because I am convinced of the soundness—and the necessity—of maintaining that radio should not be discriminated against, I am mighty glad that we have this kind of forceful leadership. The rest of the NAB boys did well, too.

Edgar Kobak, MBS president, to Judge Miller—We are proud of you and we are proud to be a part of NAB.

Theodore C. Streibert, WOR New York president, to Judge Miller—

(*Continued on page 82*)

Rep. Howell Plans New Radio Measure

Hearings on White Bill Concluded In Senate

A COMPLETELY NEW BILL to amend the Communications Act was foreseen in the House last week, while the Senate Interstate Commerce Subcommittee was completing its often explosive hearings on amendments proposed in the White Bill (S-1333).

Taking note of broadcasters' virtually unanimous opposition to the White measure, Rep. Evan Howell (R-Ill.) told BROADCASTING that he plans to introduce a new bill upon which hearings might be held before the House Subcommittee on Communications, which he heads.

The Illinois congressman did not outline the precise scope of his proposed legislation. He did say that he had given serious study to the legislative situation with respect to radio and thought perhaps he could devise a measure which broadcasters, FCC and all other parties could affirmatively support.

Contrast to White Bill

This would be in clear contrast to the White Bill, which met the unbroken opposition of NAB, networks, and independent broadcasters on grounds that it gives FCC greater authority in program and business regulation than the existing 1934 law. Through Chairman Charles R. Denny even FCC opposed the White measure, but on different grounds.

Mr. Howell revealed his plans in an interview with BROADCASTING last Thursday—near the end of a week which also brought the first signs that Sen. Wallace H. White Jr. (R- Me.), author of the belabored S-1333 and chairman of the committee considering it, might be wavering in his contention that radio can not be so free as the press.

That was the tack taken by Senator White and most of his Subcommittee colleagues throughout the first week of hearings, when frequent blistering exchanges occurred between committemen and NAB President Justin Miller and other industry spokesmen in arguments over radio's rights to freedom [BROADCASTING, June 23].

Freedom for Radio

First indications of a change in Senator White's attitude were detected as the hearings resumed Monday, when Niles Trammell, NBC president, and Don S. Elias, executive director of WWNC Asheville, N. C., took the stand to wind up industry's presentations.

After Mr. Trammell had recommended sweeping changes in the law so there could be no misconstruction of FCC's powers, Senator White observed that one "basic question" to be decided is whether radio is to have complete freedom or be subjected to greater Government control than the press.

He said that "up to now" he hadn't been convinced by industry —that he felt broadcasters "live by the grace of the Government." But he promised that the question would be appraised fully to determine whether radio, like thousands of other industries, should be uninhibited by Government restraints. He recognized that "there is a sharp issue here," but preferred not to "argue it out now."

Mr. Elias, who viewed radio as an "electronic printing press," indicated a belief that the failure of the 1943 White-Wheeler Bill, from which many provisions of the White Bill were derived, presages failures also for the present measure.

Senator White closed the hearings Friday noon after a morning session of testimony by six witnesses including two broadcasters: Ed Craney, operator of KXLF Butte and other Northwest stations, who opposed in large part the industry stand as represented by NAB, and Bernard K. Johnpoll, owner of WYOS Liberty, N. Y., who asked that "equitable distribution" provisions of the White Bill be strengthened and that definite limitations be placed on circumstances in which newspaper-applicants might be viewed in a "monopoly" light.

Senator Glen Taylor (D-Ida.) appeared briefly to support the bill's plan to free stations of liability for libel in political broadcasts. Fulton Lewis jr., MBS commentator, described the section requiring identification of news sources as "unworkable" and recommended, instead, that commentators be made to file sworn statements of amounts and sources of income, their affiliations, etc.

Caldwell Letter

Senator White disclosed that Louis G. Caldwell, widely known Washington radio lawyer, had submitted a letter disagreeing with the stand taken by FCC Bar Assn. spokesmen with respect to procedural and appellate provisions, and opposing most substantive portions of the bill, particularly those relating to FCC powers in business and programming.

Mr. Craney, endorsing many provisions opposed by earlier industry witnesses, said he wondered whether Justin Miller, NAB president, appeared for "those who pay the highest dues or those who are the most numerous." He said he disliked Government regulation but that radio should not be as free as the press, and "if we in the industry remain blind, we will wake up one day facing an irresistable clamor for Government ownership or operation."

With completion of the hearing and announcement of Rep. Howell's plans came a belief that in view of late-July adjournment plans there would be no House committee hearings at this session on the White Bill's companion measure (HR-3595), introduced by Rep. Charles A. Wolverton (R-N. J.). Nor did Mr. Howell himself think there could be hearings on his own bill at this session.

It was believed that Mr. Wolverton, chairman of the House Interstate Commerce Committee, will get behind the upcoming Howell bill or introduce one himself.

(Continued on page 82)

PROF. EDWIN H. ARMSTRONG, FM inventor, as he appeared last Wednesday at the White Bill hearings to present his testimony.

Witnesses Heard on White Bill

NAME	FOR	PAGE
Niles Trammell, president	NBC	83
Don Elias, director	WWNC Asheville	84
Donald C. Beelar, counsel	Aeronautical Radio	84
Rear Admiral S. C. Hooper	Consultant	84
Rolf Kaltenborn	Committee to Insure Non-Part. Radio	84
Rev. Sam Morris	Natl. Temp. & Prohib. Council	84
Rev. Dale Crowley	Natl. Relig. Bcstrs.	84
Elizabeth Smart	WCTU	85
Edwin H. Armstrong	------	85
Richard W. Hubbell	Consultant	85
Bill Henny	Radio Correspondents Assn.	85
Stanley Faulkner	Voice of Freedom Committee	85
Ed Craney	KXLF Butte	85
Senator Glen Taylor	------	85
Fulton Lewis jr.	------	85

Jones Confirmation Seen This Week

FCC Nominee Brands All of Pearson's Charges Lies

CONFIRMATION of Rep. Robert F. Jones for membership on the FCC to succeed Commissioner Ray C. Wakefield, was delayed Friday after a wild and woolly hearing before a subcommittee of the Senate Interstate Commerce Committee, at which Drew Pearson, commentator and columnist, leveled charges of Black Legion, America First and Coughlinite associations.

The subcommittee appointed the day before by Senator White (R-Me.), had planned speedy action. Mr. Pearson, however, said he was awaiting an affidavit which he contended would substantiate his allegations. Chairman Brewster (R-Me.), of the subcommittee, held the record open.

Meeting Next Thursday

The subcommittee late Friday scheduled a meeting for 9 a.m. Thursday and the full committee meets at 10 a.m. A favorable report could be considered by the Senate the same day by unanimous consent.

A three-man subcommittee called hearings after Mr. Pearson had voiced his opposition to Rep. Jones.

Preceding Mr. Pearson's appearance, six members of the House and Sen. Dworshak (R-Idaho) testified in support of the Jones nomination, extolling him as an outstanding legislator and as an honest, forthright and courageous public servant. Also placed in the record were letters from Senators Taft and Bricker of Ohio and Tobey of New Hampshire, all Republicans, urging his confirmation.

Mr. Jones himself testified after Mr. Pearson had made his charges, declining a suggestion from Chairman Brewster that he appear at a later date in order to give him time to prepare his answers to the Pearson allegations.

The Ohio legislator categorical-

(Continued on page 69)

NETWORK BOXSCORE

Number of commercials on four nationwide networks, May 31	279*
Number of network commercials starting during June	12
Number of network commercials ending during June, including summer hiatuses	21
Net decrease	9
Number of commercials on four nationwide networks, June 30	270

June Additions

SPONSORS	PROGRAM	NETWORK	TIME	AGENCY
Campbell Soup Co.	Club 15	CBS	M-F, 7:30-7:45 p.m.	Ward Wheelock & Co.
Campbell Soup Co.	Double or Nothing	CBS	M-F, 3-3:30 p.m.	Ward Wheelock & Co.
Co-operative	Kate Smith Speaks	MBS	M-F, 12-12:15 p.m.	
General Mills	Famous Jury Trials	ABC	Sat., 8:30-9 p.m.	Dancer-Fitzgerald-Sample
General Mills	Green Hornet	ABC	Tues., 7:30-8 p.m.	Dancer-Fitzgerald-Sample
Liggett & Myers Tobacco Co.	Arthur Godfrey Show	CBS	M, W, F, 11-11:30 a.m.	Newell-Emmett Co.
Ludens Inc.	Ned Calmer —News	CBS	Sat., Sun., 8:55-9 p.m.	J. M. Mathes Inc.
John Morrell & Co.	Lassie	ABC	Sun., 3-3:15 p.m.	Henri, Hurst & McDonald
National Biscuit Co.	Paul Whiteman Club	ABC	M-F, 3:30-3:45 p.m.	McCann-Erickson
Nestle's Milk Products Co.	Paul Whiteman Club	ABC	M-F, 4-4:15 p.m.	Compton Adv. Inc.
R. J. Reynolds Tobacco Co.	Paul Whiteman Club	ABC	M-F, 3:45-4 p.m.	William Esty & Co.
Wesson Oil & Snowdrift Co.	Paul Whiteman Club	ABC	M-F, 4:15-4:30 p.m.	Kenyon & Eckhardt

June Deletions

Bristol-Myers Co.	Alan Young Show	NBC	Fri., 8:30-9 p.m.	Young & Rubicam
Carey Salt Co., D, L & W Coal Co.	The Shadow	MBS	Sun., 5-5:30 p.m.	Ruthrauff & Ryan
Carter Products	Policewoman	ABC	Sun., 9:45-10 p.m.	Gordon Best Small & Seiffer
Commercial Credit Corp.	Special Investigator	MBS	Tues., 8:15-8:30 p.m.	Sheldon, Quick & McElroy
Conti Products	Treasure Hour of Song	MBS	Thurs., 9:30-10 p.m.	Bermingham, Castleman & Pierce
Derby Foods	Sky King	ABC	M-F, 5:15-5:30 p.m.	Needham, Louis & Brorby
General Foods	Juvenile Jury	MBS	Sun., 3:30-4 p.m.	Benton & Bowles
General Foods	Kate Smith Sings	CBS	Sun., 6:30-7 p.m.	Foote, Cone & Belding
Kellogg Co.	Superman	MBS	M-F, 5:15-5:30 p.m.	Kenyon & Eckhardt
Musical Digest Magazine	Sunday Evening Hour	ABC	Sun., 8-9 p.m.	Kenyon & Eckhardt
Parker Pen Co.	Information Please	CBS	Wed., 10:30-11 p.m.	J. W. Thompson Co.
Parker Pen Co.	Ned Calmer —News	CBS	Sat., Sun., 8:55-9 p.m.	J. W. Thompson Co.
Pharmaco	Double or Nothing	MBS	Sun., 9:30-10 p.m.	Ruthrauff & Ryan
Procter & Gamble Co.	Drene Show	NBC	Sun., 10-10:30 p.m.	Kastor-Farrell-Chesley & Clifford
Procter & Gamble Co.	This Is Hollywood	CBS	Sat., 10-10:30 p.m.	Pedlar & Ryan
Rexall Drug Co.	Durante-Moore Show	CBS	Fri., 9:30-10 p.m.	N. W. Ayer & Son
Shontex Corp.	Mystery Is My Hobby	NBC	Sat., 9-9:30 p.m. (PST) (Pacific Coast Net)	Robt. B. Reisbeck Adv.
U. S. Steel Corp.	Theatre Guild on the Air	ABC	Sun., 10-11 p.m.	BBDO
Wander Co.	Capt. Midnight	MBS	M-F, 5:30-5:45 p.m.	Hill Blackett & Co.
L. E. Waterman Co.	Gangbusters	ABC	Sat., 9-9:30 p.m.	Charles Dallas Reach Co.
Wesson Oil & Snowdrift Co.	Edwin C. Hill	ABC	M-F, 3:30-3:45 p.m.	Kenyon & Eckhardt

June One-Timers

AFL	Best Things in Life	ABC	Thurs., 9:30-10 p.m.	Furman, Feiner & Co.
AFL	Best Things in Life	ABC	M-F, 3:45-4 p.m.	Furman, Feiner & Co.
AFL	Labor Must Be Free	ABC	Tues., 8:15-8:30 p.m.	Furman, Feiner & Co.
Beverly Westwood Citizens Committee	Henry Wallace	MBS	Thurs., 8:30-8:45 p.m. June 5	Brisacher, Van Norden & Staff
Chicago Tribune	Chicago Theatre of the Air	MBS	Sat., 10-11 p.m. June 7	Direct
Gillette Safety Razor Co.	Robinson-Doyle Fight	ABC	Tues., 10-10:30 p.m. June 17	Maxon Inc.
Gillette Safety Razor Co.	U.S. Open Golf Tournament	ABC	Sat., 6-6:30 p.m. June 14	Maxon Inc.

June Changes

Kellogg Co.	Galen Drake replaces Hollywood Story	ABC	M-F, 11:30-11:45 a.m.	Kenyon & Eckhardt
Whitehall Pharmacal Co.	Dave Garroway replaces Bob Burns	NBC	Sun., 6:30-7 p.m.	Sullivan, Stauffer, Colwell & Bayles

* May 31 total was erroneously reported as 267 in last month's tabulation.

C-P-P Renews

COLGATE - PALMOLIVE - PEET Co., Jersey City, N. J., July 1 replaces its *Mel Blanc* show on CBS, Tuesdays, 8:30-8:55 p.m., with *Mr. and Mrs. North*, formerly heard on NBC. Agency is Sherman & Marquette, New York.

Blondex Campaign

ASSOCIATED Labs., New York (Blondex shampoo), is adding about 25 major markets in a test summer spot announcement campaign. Grady & Wagner, New York, handles the schedule.

CINCINNATI SELECTED FOR 1948 AFA MEETING

ADVERTISING FEDERATION of America will hold its 44th annual convention at the Hotel Netherland Plaza, Cincinnati, June 13-16, 1948, according to AFA President Elon G. Borton.

Host to the convention will be the Advertisers' Club of Cincinnati, of which Albert L. Morse, advertising director of Goodall-Sanford Inc. and subsidiaries, is president.

Karl Finn, AFA vice president and advertising director of the *Cincinnati Times-Star*, and immediate past president of the Cincinnati Advertisers Club, extended the invitation to the Federation to hold the convention in Cincinnati at its recent meeting in Boston. Mr. Finn pointed out that the convention had not met in Cincinnati since 1907.

The Advertisers' Club is making arrangements in the Hotel Netherland Plaza for meeting rooms, exhibits, and accommodations for the delegates.

Payne Spot Campaign

PAYNE FURNACE CO., Beverly Hills, Calif. (home and industrial heating apparatus), has started a spot campaign on 55 stations in selected markets on the Pacific Coast, South Central and Southeastern states. Live 100 and 125 word spot announcements are being used, as well as some participations on home economics programs. Start of campaign has been staggered, with some areas commencing on May 1, others on June 1 and the remainder on July 1. Contracts are for 26 weeks. It is the first major radio campaign instituted by the furnace company. Agency is Knollin Advertising Agency, San Francisco.

4 Y & R Executives Resign Positions

More Changes Are Anticipated On Return of Larmon

WITH THE resignation of Thomas H. A. Lewis, Young & Rubicam's vice president in charge of radio, more changes were anticipated at the agency upon the return of President Sigurd Larmon from Europe [CLOSED CIRCUIT, June 9]. Four more executives withdrew last week.

Max Wylie, program manager in charge of the General Food, Johnson & Johnson, *Time & Life*, Sanforized and Molle Shaving Cream accounts, leaves after July 4. Mr. Wylie plans to complete the writing of his play *Everywhere a Chick Chick*, which is scheduled to appear on Broadway next season.

Robert Weenolsen, program manager for the Borden and Bristol Myers accounts, resignation takes effect next Monday. He plans to take a vacation and announce future plans soon after that.

It was also understood that changes would take place, too, among the agency's commercial writers some time this week.

In Hollywood, Bruce G. Eells, radio business manager, has resigned "at the earliest convenience of the company." Mr. Eells has been radio business manager since April 1943 and previously had been a sales executive with Don Lee Broadcasting System.

Other resignation, effective July 11, is that of Martin Work, West Coast radio production supervisor.

MacFadden Tests

SPORT MAGAZINE, published by MacFadden publications, New York, conducted a three day test radio campaign in two markets, Cleveland and Boston. Walter M. Swertfager Co., N. Y., is agency.

Drawn for BROADCASTING by Sid Hix

Comment Invited on 'Blue Booked' Forms

FCC Asks Reaction To New Proposed Applications

By RUFUS CRATER

ISSUING its long-awaited reorganization of broadcast application forms, FCC last week offered—for the first time—to hear arguments against its 15-month-old Blue Book.

Blue Book principles are written almost verbatim into the program sections of the proposed new forms —more so, even, than observers had been led to expect.

The Commission did not invite a hearing on its Blue Book policies specifically, but left the way open by offering to accept written comments on the proposed forms until July 21 and then, if the comments warrant it, calling oral argument.

The proposed reorganization of applications would set up seven new forms replacing 20 existing forms (see story, page 71, for list), reorganizing sections on specific types of information so that they would be the same wherever used, and cutting deep into the number of pages and questions required to be answered [BROADCASTING, May 26]. It is planned that they will go into use about Sept. 1. The proposals also involve changes in Rules and Standards to conform with the new form numbers.

Many informed sources have felt that the reorganization would mean a saving of hundreds of thousands of dollars annually to the industry by its simplifications and elimination of questions regarded as nonessential. Others, however, felt that the reduction of pages would not in itself necessarily reduce the amount of work required of applicants, and that the "eliminations" do not include many items which industry considers far outside the scope of FCC authority.

Opinion Divided

There was evident feeling in some quarters that FCC not only had failed to cut down on its requirements for information of a Blue Book nature but had actually supplemented the Blue Book questions in some respects.

The Blue Book program log analysis is required in full, and includes two new questions to provide overall totals of commercial and sustaining time carried or proposed. Blue Book definitions accompanying the log analysis are reprinted verbatim.

Although some authorities had indicated it would not be required, new-station applicants are told to submit a program schedule for the "proposed typical week" on which they base their breakdown of program types into commercial and sustaining percentages.

Existing licensees would be told to specify the number of 14½-minute periods during the "typical week" in which one, two, three, four, five or more, and no spot announcements were carried. They must also report the number of spots of more than one minute that were carried during the "typical week."

The Blue Book is brought into the forms by name. In a note accompanying, FCC says:

> The purpose of the following tabulation is to enable the Commision to secure quantitative data as the the proportion of time (to be) devoted to the various classes of programs. The function of each class of program as part of a diversified program structure is discussed in the Commission's Report of March 7, 1946, entitled "Public Service Responsibility of Broadcast Licensees."

Statement of Intent

New-station applicants must "state what the practice of the station will be with respect to the number and length of spot announcements allowed in a given period," and file an exhibit containing "a narrative statement on the policy to be pursued with respect to making time available for the discussion of public issues, including illustrations of the types of programs to be broadcast and the methods of selection of subjects and participants."

Television applicants, however, would be required to answer only three program questions: (1) give a narrative statement of program plans and policies which, if it's an existing video station, must cover both past and future operations; (2) set out additional program data if they wish, and (3) give general plans for staffing the station. AM and FM applicants would answer these as well as the other program questions.

In a "Notice" preceding the program section, FCC says:

> The replies to the following questions constitute a representation of programming policy upon which the Commission will rely in considering the application. It is not expected that licensee will or can adhere inflexibly in day-to-day operation to the representation here made. However, since such representation will constitute, in part, the basis upon which the Commission acts on the application, time and care should be devoted to the preparation of the replies so that they will reflect accurately applicant's responsible judgment of his proposed programming policy.

There are some modifications of present program questionnaire policies. In the commercial-vs.-sustaining breakdown of program types — entertainment, religious, agricultural, educational, etc.— space is provided for the applicant to add other classifications if he feels that his program material "is susceptible of classifications other than those listed."

Questions on proposed staffing have been revised to eliminate statements of experience and salary of "each member of station personnel"; instead, the applicant must name only his "general plans" for staffing, including "the number of employes in each department . . . and the names, residence and citizenship of the general manager, station manager, program director, and other department heads who have been employed or whom the applicant expects to employ."

Each form provides for the incorporation, by reference, of any necessary information already on file. But FCC specifies that "any such reference will be considered to incorporate into this application the application or other form referred to in its entirety," and warns applicants: "Do not incorporate by reference any material which is not to be open to the public."

Changes Made

A number of changes are made in the form of information required—or no longer required—in the various sections dealing with legal, financial, and technical qualifications of applicants.

In the legal section, for example, respondents would no longer be required to disclose whether they had been "party to" certain suits and to go into details, but only to specify whether they have been found guilty of such violations and whether any criminal suits are pending against them. If the answer is "yes," they must explain.

Data on ownership interests would be required for all stockholders up to 20; and if there are more than 20 it would be required for all owning 1% or more—compared to the 3% "minimum" now in force.

Business addresses of the stockholders would no longer be required. The date and place of birth of each

(*Continued on page 71*)

National Convention of FMA Slated in East Sept. 11-12

NATIONAL convention of FM Assn., first industrywide meeting since the association was organized last January, will be held Sept. 11-12, just preceding the NAB 25th convention in Atlantic City Sept. 15-18. FMA's meeting will be held either in New York or Washington, depending on hotel availabilities.

Decision to hold the convention was reached Thursday at the first FMA board meeting since January. The board met at FMA's Washington headquarters with Roy Hofheinz, president, in the chair. Further regional meetings will be deferred until next year.

The board directed Bill Bailey, executive director, to ask a meeting early this week with presidents of the four major networks to discuss common problems that have developed since the Supreme Court's decision upholding the Lea Act.

Named to meet with the network heads were, in addition to Mr. Bailey, Gordon Grey, WMIT Winston-Salem, and Leonard Marks, FMA general counsel.

Mr. Hofheinz named Leonard L. Asch, WBCA Schenectady, to be chairman of the FMA Promotion Committee, and Everett L. Dillard, WASH Washington, to be chairman of the Membership Committee. Arthur Freed, Freed Radio Corp., FMA treasurer, has been serving as temporary chairman of the Finance Committee, for which no permanent head has been named.

The board fixed dues at $100 per calendar year or $10 per month if the annual total is less than $100.

Present at the meeting besides Messrs. Hofheinz, Bailey, Grey, Freed, Dillard and Marks were Frank A. Gunther, REL New York, FMA secretary; E. J. Hodel, WCFC Beckley, W. Va.; Ira Hirschmann, WABF New York; Raymond F. Kohn, WFMZ Allentown, Pa.

LESLIE JOY IS NAMED WDAS GEN. MANAGER

LESLIE WELLS JOY, former general manager of KYW Philadelphia, has been appointed general manager of WDAS Philadelphia, William Goldman, president of WDAS Broadcasting Corp. announced today (June 30). He succeeds P. J. Stanton.

Mr. Joy

Entering radio in 1923 with WEAF New York, he shortly rose to the position of assistant to the vice president of the then new NBC. In 1935 he transferred to KYW.

WDAS, 1490 kc, 250 w station, was purchased in May by William Goldman Theatres from Alexander W. Dannenbaum Sr. and Cecile L. Naumburg. Transfer was approved by FCC May 8 [BROADCASTING, May 12]. Purchase price was $485,000. No changes in personnel are contemplated. Alexander Dannenbaum Jr. remains as commercial manager.

90% of Stations Develop Local Talent

Manager Deciding Factor in Judging Effectiveness

NINETY per cent of broadcasting stations develop their own local talent, station managers revealed in BROADCASTING's May TRENDS poll.

The effectiveness of the talent is judged by station personnel in 74% of the cases and by mail pull in 60%, according to the answers received to Part II, of ballot seven.

Answers to the poll were partially reported in the June 16th issue of the magazine.

In addition to the questions previously reported, the station managers in the panel [1] were asked: (1) where they got most of their local live talent; (2) how long they generally carry new talent before judging its effectiveness; and (3) how they judge the effectiveness of new talent.

The results of the survey follow:

"Where do you get most of your local live talent?" (See Table I).

Clearly, broadcasters depend upon developing their own local talent—nine out of ten station managers report that they get most of their talent in this way. A total of 31% get their talent from out-of-town sources, about evenly divided between out-of-town stations (16%) and other out-of-town sources (15%).

Less than 10% of the panel members find their talent in schools (or universities) or in other local stations. Among the miscellaneous "all other" groups were: churches, local dramatic or musical organizations, and local entertainment places.

Equally important in understanding the broadcasters problems with local talent is the question of how long they feel it necessary to carry new talent before evaluating it:

TABLE I

"Where do you get most of your local live talent?"

	% of all respondents
Develop own local talent	90% [2]
From out-of-town stations	16
From other out-of-town sources	15
From schools and universities	9
From other local stations	5
All other	6
No answer	3

[1] A sample of all U. S. commercial AM stations in operation Sept. 1, 1946 controlled for proper balance by city size, network affiliation, base hour rate, and geographical area.

[2] Percentages add to more than 100 because some respondents indicated more than one source of talent.

TABLE II

"How long do you generally carry new talent before judging its effectiveness?"

	% of all respondents
1 month	23% [3]
2 months	22
3 months	36
6 months	9
12 months	1
Other	8
No answer	9

"How long do you generally carry new talent before judging its effectiveness?" (See Table II).

Four out of every five managers carry new talent three months or less before making any decisions on its effectiveness. Of these, 36% carry the talent approximately three months (or about one 13 week cycle); 22% go along for two months, and 23% judge the results in one month.

Only 9% of the panel reported carrying talent six months, and just 1% wait a year to judge.

Virtually all of the "other" mentions (8%) stressed that there was no general policy or that there was a wide variation from case to case, often depending on the particular type of program or circumstance.

Finally, the panel was asked:

[3] Percentages add to more than 100 because some respondents indicated more than one interval.

"How do you judge the effectiveness of new talent?" (See Table III).

Three out of four managers rely upon management judgment in evaluating the effectiveness of new talent. Close behind as a guiding criterion is mail pull (60%). Sales results and informal comment are both considered important standards by about 40% of the station executives.

About a third of the panel reported the use of ratings as another method of evaluation. Presumably the low rank of ratings is due at least to two factors: (1) many stations do not have ratings data; (2) and many locally-produced programs are aired at times for which ratings may not be generally available.

The next TRENDS poll, investigating agency's plans for fall business is in the field now. Results will be reported in BROADCASTING in July.

TABLE III

"How do you judge the effectiveness of new talent?"

	% of all respondents
Management judgment	74% [4]
Mail pull	60
Sales results	41
Informal comment	40
Ratings	33
Other	3
No answer	2

[4] Percentages add to more than 100 because some respondents indicated more than one criterion.

GALLUP PLANS DEEPER ANALYSIS OF AUDIENCE

DR. GEORGE GALLUP, founder and head of the American Institute of Public Opinion, declared last week that his impending debut in radio audience research is not intended as a reflection on existing audience measurement methods, but is rather a natural outgrowth of these methods.

The accent in Gallup audience research, he said, will be in qualitative rather than quantitative measurement. It is his belief that it is more to the point to ascertain the impact and effectiveness of a particular program or commercial than merely to record the size of its audience.

Dr. Gallup said that while no date has been set for his entry into the audience research field it probably will occur "before the fall." The specific survey methods to be used are still in the formative stage, he admitted, adding that many of studies in fifteen years of research have dealt with radio questions and subjects closely akin to radio.

He said his service probably will be offered to networks, advertisers and advertising agencies rather than to individual stations. "As soon as we are satisfied as to the technical details we'll go ahead," he said.

Eller Is Named President of AAW

5-Day Convention Held By Advertising Group At Sun Valley

RUSSELL Z. ELLER, advertising manager of California Fruit Growers Exchange, Los Angeles, was elected president of the Advertising Assn. of the West at the five-day Sun Valley, Ida., convention which ended June 26. He succeeds Vernon Churchill, assistant to the publisher of the *Portland* (Ore.) *Journal*, operators of KALE.

Gilbert L. Stanton, AAW secretary-treasurer, and director of advertising and public relations for Idaho Power Co., Boise, was elevated to senior vice president. Martha Gaston, KFOX Long Beach, Calif., account executive, was made vice president-at-large in charge of women's activities of a two year term. Other vice presidents elected include: Robert Franklin of Robert Franklin and Assoc., Fresno, and Les Jenkins of Seattle. Robert J. McAndrews of Young & Rubicam Inc., Hollywood, continues his vice presidency for another year. Cy Western, advertising manager of Capwell, Sullivan and Furth, Oakland department store, was made AAW secretary-treasurer.

Sacramento was selected for AAW 1948 convention, with San Diego designated as the site of a mid-winter conference.

Attending delegates from 11 western states and Canada were welcomed by Mr. Churchill, who presided.

Lewis Address

While lauding radio's "loftier social content" and welcoming the development "as a consumer," Thomas H. A. Lewis, president of Hollywood Ad Club and formerly Young & Rubicam vice president in charge of radio, noted opportunity for "improvement without getting stuffy about it." His remarks were part of the Thursday radio panel during the five-day meeting.

Other speakers in the radio panel included C. Burt Oliver, general manager of Foote, Cone & Belding, Hollywood, and western director of BMB, who reviewed progress of measurement service and told how it could be used to greater advantage by advertisers and agencies.

H. E. Ringgold, assistant manager of Edward Petry & Co., New York, station representatives, discussed "What Radio Research Forgot." Presentation covered measurement of audience remembrance of commercials [BROADCASTING, July 1, 1946]. Richard E. Green, KOMO Seattle manager of national sales and sales service, served as radio panel chairman.

On the business front, he found himself "very optimistic" about the fall. "With all the talk about recession, somehow I still can't find a good half hour on NBC or CBS," he mused and pointed to the solid sellout prevailing in the ABC daytime schedule.

He called on the networks to define their standards of continuity acceptance in concrete terms. Talent-wise, he reminded the convention that high budget programming is still attractive to a heavy-spending segment of national advertisers.

ASCAP Is Defendent in Cartel Suit

Accused of Anti-Trust Violation in World Music Monopoly

THE AMERICAN SOCIETY of Composers, Authors and Publishers was accused of conspiring to corner the world's music market in a suit filed last week in the U. S. District Court, New York, by the U. S. Dept. of Justice, Anti-Trust Division.

Specifically, ASCAP is charged with engaging in an illegal international cartel formed to monopolize music performing rights. The "international cartel" was identified as the International Confederation of Authors and Composers Societies with headquarters in Paris. Coincidentally, a statement from London, where top ASCAP officials are attending a confederation convention, announced ASCAP's resignation from the international group, effective immediatly. The announcement preceded by a few hours the filing of the government's suit against ASCAP in New York.

Although ASCAP employes in New York declined to be quoted, since the ranking executives are in London, it was understood that the society's abrupt resignation from the confederation was prompted by advance knowledge of the impending suit. ASCAP officials now in London include Deems Taylor, president; Richard Murray, foreign affairs manager; Herman Finkelstein, resident counsel, and Rudolph Nissim, foreign department head.

Taylor 'Indignant'

Mr. Taylor was quoted as being "indignant" over the Justice Dept. suit. He said the confederation held a meeting in Washington last fall with the approval of the State Dept. and ". . . we were just as much a monopoly then as the Justice Dept. claims we are now."

The government's complaint named as "co-conspirators" ASCAP and the 25 fellow societies which together form the International Confederation of Authors and Composers Societies. These societies include member groups in all major countries. According to the Justice Dept. complaint, ASCAP has contrived by dint of an ingenious cross-licensing policy to obtain exclusive performing rights in the U. S. of the works of all major artists in those countries.

Thus, the government alleges, ASCAP and the confederation prevent member societies from dealing with non-members and at the same time limit membership to a single performing society in each country. The effect of this, according to the government charges, is to "restrain and monopolize" interstate and foreign trade in musical performing rights "in violation of Sections 1 and 2 of the Sherman Act."

The complaint further alleges that ASCAP and the confederation—in the formation of which ASCAP was the motivating force—". . . have denied other musical performing rights societies access to such music, thereby seriously affecting the introduction of foreign musical compositions into the U. S. . . . [They] have hampered the international exchange of music and culture. . ."

Signed by Tom C. Clark, U. S. Attorney General, and John F. Sonnett, Assistant Attorney General and head of the Anti-Trust Division of the Justice Dept, the complaint asks the court to order the resignation of ASCAP from the confederation, enjoin ASCAP from continuing the specified violations of the Sherman Act, and "recover the cost of this suit."

No Notice Till 1945

An official of BMI, the broadcasting industry's own musical licensing organization, told BROADCASTING that the Justice Dept. has been aware of ASCAP's alleged machinations for some time, but took no official notice until September 1945. At that time, according to the BMI man, ASCAP's international operations came close to home when the society began making a bid for exclusive music performing rights with the South American republics, saying in effect. . you will either deal with us [through the confederacy] or you will be permitted to deal with none of the 25 other nations in the confederacy. The BMI official added that the government has never given BMI any indication that its own business methods are not wholly acceptable.

Columbia Transcriptions Now Separate Division

COLUMBIA RECORDS Inc., New York, has established its transcription department as a separate division of the parent company and renamed it Columbia Transcriptions, it was announced last week by Robert J. Clarkson, general manager of the division.

Columbia Transcriptions is a commercial service which for the past seven years has been recording broadcast transcriptions for advertising agencies, library services and radio production companies. A more recent operation of the division is the production of slide films for industrial and commercial purposes.

ULTRAFAX DEFINED

Not Entirely New, Says Engstrom; A Combination Of Several Existing Media

(*Trammell Testimony in White Bill Hearings on page 83*)

ULTRAFAX, the sensational communications medium whose existence was first disclosed publicly in testimony by NBC President Niles Trammell before a Senate committee last week, is nothing startlingly new in design or concept, according to Dr. E. W. Engstrom, vice president in charge of research at the RCA Laboratories, Princeton, N. J.

Dr. Engstrom

Dr. Engstrom told BROADCASTING that Ultrafax, reduced to its simplest terms, is a combination and refinement of several existing communications media, and is the product of "many years" of research by RCA. The chief innovation, he said, was in its application of television principles to message transmission.

Ultrafax utilizes television channels and band widths of a video type, according to Dr. Engstrom. He disclaimed some of the high-blown qualities ascribed to the invention in newspaper stories last week. It would conceivably replace telegrams or any other standard form of communication, he said, only where great volume of transmission and tremendous speed is desirable at the same time. By and large, it probably would replace only those forms of communication handled in mail volume, Dr. Engstrom believes.

He minimized the application of Ultrafax in the production of "newspapers by radio" but conceded that it might lead to the growth of international newspapers. He pointed out that in cases where duplication of a particular edition is desirable in a number of places in a hurry, Ultrafax could do the job simultaneously "in a minute or two."

As to the mechanical problems involved in the scanning of a million-word mass of copy in a single operation, Dr. Engstrom said that such difficulties could be worked out individually. He said that in experimentation with Ultrafax RCA did its scanning electronically, utilizing several "entrance points." The copy was recorded on movie film first, transmitted and received at the terminal point again on film and then developed for further processing. Based on a line-of-sight relay system, Ultrafax has the limitations inherent in the use of that principle.

Dr. Engstrom emphasized that RCA, in developing Ultrafax "neither defined nor predicted" its uses or adaptation, but leaves those to the broadcasting, publishing and communication industries at large.

Assignments Given Conditionals in FM

Proposed Channels Issued for Class A Outlets

FCC LAST WEEK announced proposed frequency assignments for Class A FM stations holding conditional grants for construction permits as of June 24.

The Commission explained that it is contemplated that the assignment of frequencies to the conditionally granted Class A FM stations will aid parties in determining class and channel.

The assignments:

State & City	Grantee	Freq. MC.	Channel No.
	CALIFORNIA		
Berkeley	E. Ogden Driggs	99.3	257
Big Bear Lake	BigBearLakeBg.Co.	96.7	244
Burbank	Burbank Bcstrs.	94.3	232
Colton	San Bernardino Valley Bcstrs.	94.3	232
Long Beach	The Cerritos Bg. Co.	103.1	276
San Mateo	San Mateo County Bcstrs.	100.9	265
Santa Barbara	News-Press Pub. Co.	98.3	252
Turlock	Turlock Bg. Group	100.9	265
	GEORGIA		
Rome	Rome Radio Bg. Co.	104.9	285
	ILLINOIS		
Aurora	The Copley Press	103.9	280
Canton	Fulton County Bg. Co.	100.9	265
Elgin	The Copley Press	94.3	232
Evanston	Sentinel Radio Corp.	106.3	292
Joliet	The Copley Press	96.7	244
Marion	Harry L. Crisp	101.7	269
Oak Park	Gale Bg. Co.	98.3	252
Oak Park	Commander Ind.	93.5	228
	MARYLAND		
Bethesda	Broadcast Mgmt.	103.1	276
Bradbury Hts.	Chesapeake Bg. Co.	96.7	244
	MASSACHUSETTS		
Brockton	Plymouth County Bg. Corp.	106.3	292
Fall River	Narragansett Bg.Co.	100.9	265
W. Yarmouth	E. Anthony & Sons	94.3	232
	MICHIGAN		
Grosse Pointe	Grosse Pointe Bg. Corp.	98.3	252
	NEW JERSEY		
Camden	Amer. Quartz Labs.	100.9	265
Trenton	Trent Bcst. Corp.	100.1	261
	NEW MEXICO		
Albuquerque	FM Bg. Co.	101.7	269
	NEW YORK		
Batavia	Batavia Bg. Corp.	94.3	232
Glens Falls	Warren Bg. Corp.	103.9	280
Lockport	Lockport Union Sun & Journal	99.3	257
New Rochelle	Brooklyn Bg. Service	93.5	228
	NORTH CAROLINA		
Morganton	Beatrice Cobb	94.3	232
Reidsville	Reidsville Bg. Co.	98.3	252
Rocky Mount	Wm. Avera Wynne	92.1	221
	OHIO		
Cheviot	Geo. A. Waslovas	96.7	244
Painesville	William H. Miller	101.7	269
Ravenna	Record Pub. Co.	92.1	221
Roscoe	Coshocton Bg. Co.	103.1	276
Springfield	Champion City Bg. Co.	103.9	280
	OKLAHOMA		
Okmulgee	Donald W. Reynolds	93.5	228
	PENNSYLVANIA		
Butler	Butler Bg. Co.	97.7	249
Butler	Eagle Ptg. Co.	103.9	280
Norristown	Rahall Bg. Co.	92.1	221
Stroudsburg	Pocono Bg. Co.	96.7	244
	TENNESSEE		
Cleveland	R. W. Rounsaville	92.1	221
	TEXAS		
Abilene	Citizens Bg. Co.	98.3	252
Brownsville	Brownsville Herald Pub. Co.	103.9	280
Edinburg	James C. Looney	104.9	285
Goose Creek	Tri-Cities Bg. Co.	92.1	221
Harlingen	The Valley Pub. Co.	98.3	252
McAllen	Valley Evening Monitor	100.9	265
	UTAH		
Ogden	James B. Littlejohn	103.9	280
	VIRGINIA		
Alexandria	Potomac Bg. Corp.	98.3	252
Arlington	Arlington-Fairfax Bg. Co.	106.3	292
	WISCONSIN		
Marshfield	Dairyland's Bg. Serv	103.9	280
Stevens Point	Dairyland's Bg. Serv.	94.3	232
Wis. Rapids	Dairyland's Bg. Serv.	99.3	257

7 New Standard Stations Granted

Assignment Changes Are Given Four Existing Stations

SEVEN NEW STANDARD stations and assignment changes for four existing outlets were authorized last week by FCC. Three of the new grants are for fulltime local facilities while the four others are for daytime outlets.

WGBS Miami, a Fort Industry station and CBS affiliate, heads assignment change group with power increase authorized from 10 kw on 710 kc to 50 kw day and 10 kw night, directional, on that channel.

The new stations:

Bryan, Tex.—Bryan Broadcasting Co., 1240 kc, 250 w, unlimited. Sole owner is David C. Jones Jr., Navy veteran and radio engineer for 12 years.

Cambridge, Md.—Cambridge Co., 1240 kc, 100 w, unlimited. Co-partnership: James H. Littlepage and Thomas P. Littlepage Jr., both Navy veterans and Washington radio attorneys composing firm of Littlepage & Littlepage.

Waynesboro, Va.—Waynesboro Broadcasting Corp., 1490 kc, 250 w, unlimited. Principals: Earl M. Key, owner-operator WKEY Covington, Va., president and 49½% owner; Judson T. Phillips, real estate interests, vice president and 30%; Felix E. Edmunds, attorney, secretary-treasurer 5%; William R. Gallaher, partner Gallaher & Phillips Radio Appliance Store, 15%; and Lawrence Lee Kennedy, WKEY chief engineer, 0.5%.

Oroville, Calif.—Stanley S. Beaubaire, 980 kc, 1 kw, daytime. Grantee is partner Hanford Pub. Co., publisher Hanford, Calif., Journal and Sentinel and AM applicant that city.

Independence, Kan.—Central Broadcasting Inc., 1010 kc, 250 w, daytime. Principals: J. Nelson Rupard has been president, general manager and part owner KTSW Emporia, Kan., former 2% owner KTOP Inc., denied Topeka applicant, president and 60% owner; Paul R. Johnson, dairy, oil and gas products firm interests, vice president 20%, and Herbert A. Meyer Jr., business manager Independence Daily Reporter, secretary-treasurer 20%.

Lynn, Mass.—Puritan Broadcast Service, 1360 kc, 500 w, daytime. Principals: Avigdor M. Morgan, former manager of WESX Salem, Mass., president and 20% owner Maxwell Morgan, half-owner Marion Mfg. Co., furniture cover maker, Providence, R. I., first vice president 10%; Cyril Morgan, Coast Guard veteran, second vice president 10%; Edwin H. Kasper, president and half-owner Kasper Gordon Inc., syndicated transcription firm, vice president 10%; Emanuel Goldman, one-fifth owner Worcester Cap Co., treasurer 20%; Theodore Feinstein, 40% owner Mayfair Realty Corp., assistant treasurer 20%, and Aaron S. Bloom, secretary-treasurer and half-owner Kasper-Gordon Inc., clerk 10%.

Danbury, Conn.—Berkshire Broadcasting Corp., 800 kc, 250 w, daytime. Grantee is permittee WLAD, FM outlet in that city. Also applicant for new AM station at North Adams, Mass.

In the Danbury proceeding the Commission approved amendment of Berkshire's application to ask 800 kc instead of 1490 kc. The application as amended then was removed from hearing and granted. It is subject to technical conditions and to whatever interference may be received if the application of either Camden Broadcasting Co., Camden, or WHAT Philadelphia, seeking 1 kw daytime on 800 kc, be granted.

All except the Bryan and Cambridge grants are subject to engineering conditions. The Independence authorization is subject further to the condition that Mr. Rupard sever all connection with KTSW, both as to stock ownership and management. The Lynn assignment is also subject to any interference from WOCB West Yarmouth, Mass.

FCC last week granted change in frequency from 1450 kc to 1230 kc to WTBC Tuscaloosa, Ala. Station operates with 250 w.

Power increase was granted KGVN Grass Valley, Calif., from 100 w to 250 w on 1230 kc.

WTMA Charleston, S. C., was authorized to increase daytime power from 1 kw to 5 kw, operating on 1250 kc with 1 kw night.

Twelve Given Conditional FM Grants Including Congressman at Merrill, Wis.

REP. ALVIN E. O'KONSKI (R-Wis.) is recipient of one of 12 new conditional FM grants authorized last week by FCC. He receives Class A assignment at Merrill, Wis.

Of the 12 conditional grants, eight are for Class A facilities while four cover Class B assignments. One of the Class A authorizations was in lieu of a previous such grant to an individual who heads the new recipient group.

At the same time the Commission granted the request of the Kansas City Star Co., licensee of WDAF Kansas City, to vacate its conditional Class B grant. Commission officials termed this action a distinct "loss" to FM. The WDAF licensee stated it was experiencing equipment and other difficulties and did not wish to seek continued extensions of completion deadlines. Therefore it did not want to continue its FM plans at this time.

The Commission also issued construction permits last week for three Class B FM outlets and CPs in lieu of previous conditions for two Class A and four Class B stations.

The Class A conditional grants:

Belle Glade, Fla.—Seminole Broadcasting Co., proposed Channel 221, 92.1 mc. Grantee is permittee new AM station at Belle Glade.

Decatur, Ga.—Eurith Dickinson Rivers Jr., proposed Channel 292, 106.3 mc. Grantee is permittee WEAS Decatur.

Garden City, Kan.—Albert B. Pyatt, proposed Channel 257, 99.3 mc. Grantee is station manager KIUL Garden City.

Endicott, N. Y.—Empire Newspapers-Radio Inc., proposed Channel 269, 101.7 mc. Grantee is permittee WENE Endicott.

Cheviot, Ohio—Suburban Broadcasting Co., proposed Channel 244, 96.7 mc. Grant is in lieu of previous Class A grant to George Anthony Waslovas given April 3. Principals: Mr. Waslovas, Raytheon Mfg. Co. communications design engineer, president and 52% owner; John J. Strader Jr., Radio Program Service Inc., vice president 44%; Henry A. Burgett, Cincinnati attorney, secretary 4%, and Dorothy Waslovas, treasurer.

Lebanon, Pa.—Lebanon Broadcasting Co., proposed Channel 261, 100.1 mc. Grantee is licensee WLBR Lebanon.

Sayre, Pa.—The Sayre Printing Co., proposed channel 244, 96.7 mc. Grantee is AM applicant and publisher Sayre Times, evening paper.

Merrill, Wis.—Alvin E. O'Konski, proposed Channel 269, 101.7 mc. Grantee is Republican Representative from Wisconsin and publisher weekly Montreal River Miner, Hurley, Wis.

The Class B grants:

Council Bluffs, Iowa—Nonpareil Broadcasting Co., new AM station permittee.

Cortland, N. Y.—Cortland Broadcasting Co. Inc. Principals: J. Gerald Mayer, partner Mayer, Bannerman & Rigby, Washington law firm, part owner Radio Consultants Inc., president and 41.33% owner; John T. Ryan, partner Briggs & Ryan, Cortland law firm, executive vice president 6.67%; Lewis W. Billings, secretary First National Bank of Cortland, treasurer 0.67%; Morris C. Fitts, attorney with Briggs & Ryan, secretary and assistant treasurer 2.67%; Scott G. Rigby, partner Mayer, Bannerman & Rigby, assistant secretary 9.33%; owner Scotia Sales Co., New York sales agency and manufacturers' representative in electronics field, assistant secretary 9.33%.

Lebanon, Pa.—Radio Lebanon FM and Television Inc. Principals: Thomas C. Holston, captain in Army Signal Corps stationed at Fort Monmouth, N. J., president, chief engineer and manager and 89% owner; his wife, Eleanor H. Holston, secretary-treasurer 3.6%, and Eleanor E. Houck, vice president 1.7%. Remaining interest held by six other stockholders.

Beaumont, Tex.—Beaumont Broadcasting Corp., licensee KFDM that city. Grant subject to removal of any degree of common ownership between applicant and KRIC Inc., licensee KRIC Beaumont.

The following were authorized CPs; conditions:

Thomas N. Beach (WINB), Birmingham, Ala.—Class B, Channel 295, 106.9 mc, 276 kw, 825 ft.

The Fort Industry Co. (WGBS), Miami, Fla.—Class B, Channel 242, 96.3 mc, 27 kw, 395 ft.

Macon Telegraph Publishing Co., Macon, Ga.—Channel 291, 106.1 mc, 60 kw, 480 ft.

The following were authorized CPs in lieu of previous conditions:

WALA-FM Mobile, Ala. — Class B, Channel 235, 94.9 mc, 102 kw, 570 ft.

KAGH Pasadena, Calif. — Class A, Channel 252, 98.3 mc, 420 w, minus 715 ft.

KVCV-FM Near Redding, Calif.—Class A, Channel 280, 103.9 mc, 1 kw, 250 ft.

WPBN Ahoskie, N. C.—Class B, Channel 270, 101.9 mc, 42 kw, 355 ft.

KTUL-FM Tulsa, Okla. — Class B, Channel 246, 97.1 mc, 170 kc, 630 ft.

KGFF-FM Shawnee, Okla.—Class B, Channel 248, 97.5 mc, 7.8 kw, 400 ft.

The Commission also approved the following frequency assignment changes in lieu of previously announced assignments:

KTFI-FM Twin Falls, Idaho—Channel 259, 99.7 mc.

WSMB-FM New Orleans—Channel 274, 102.7 mc.

WSKY-FM Asheville, N. C.—Channel 268, 101.5 mc.

KOIN-FM Portland, Ore.—Channel 266, 101.1 mc.

WABX Harrisburg, Pa.—Channel 265, 100.9 mc.

AT & T COMPLETES LINK FOR N. Y.—BOSTON TV

AMERICAN Telephone & Telegraph Co. has completed construction of a radio relay building at Jackie Jones Mountain, some 35 miles up the Hudson from New York and the first stop of the company's projected radio relay circuit between New York and Boston. Tests in two-way transmission of television, as well as multi-channel telephone, telegraph and radio programs will be started within the next week or ten days, with expectations that the full New York-Boston circuit will be ready for testing by late summer or fall.

A band width of four to five megacycles will be transmitted over the radio relay circuit at a frequency of about 4,000 mc, considerably "upstairs" of the 1350 mc used by Philco for its relay circuit for video programs between New York and Philadelphia.

Merle Jones Named As WCCO Manager

Former WOL Head Rejoins CBS As Successor to Joscelyn

Mr. JONES

RETURN of Merle S. Jones to the CBS organization as general manager of WCCO, Minneapolis 5,000 watter, effective today (June 30), was announced Friday by Howard S. Meighan, CBS vice president in charge of station administration. Mr. Jones, who resigned in May as vice president and general manager of WOL Washington, had served as general manager of KMOX St. Louis, CBS-owned outlet from 1937 until he accepted the Cowles vice presidency in Washington in October 1944.

Messrs. Meighan and Jones reached an agreement Friday morning on the WCCO position. It has been discussed intermittently for several weeks.

Mr. Jones succeeds A. E. Joscelyn, who left WCCO in April to become vice president in charge of sales for Northwest Linseed Co. Gene Wilkey, WCCO program director, has been acting general manager.

Mr. Jones was appointed to the WOL managership in 1944 at the time T. A. M. Craven was named a Cowles vice president.

COMPTON AND COELOS PROMOTED BY DUMONT

TWO PROMOTIONS were announced last week by Leslie G. Arries, general manager of WTTG-DuMont television in Washington. Effective immediately, Walter Compton becomes executive assistant to the general manager and Roger Coelos is made operations manager of the Washington outlet.

Mr. Compton was WOL news editor from 1937 to 1945 and, in addition, covered Presidential addresses and other events for MBS. He originated and was m.c. of *Double or Nothing* for three years.

Mr. Coelos has been with the DuMont production department since 1943.

WHO DELIVERS MANY MESSAGES FROM *Iowa* TO *Georgia!*

GEORGIA is one of the 30 States in which WHO has *no* official BMB Nighttime Audience whatsoever. Yet such is the power of WHO programming and 1-A Clear Channel Service that Georgia is one of the large *plusses* in WHO's "Iowa Plus".

Mr. M. V. Murray of Atlanta, for instance, writes: "I thank you sincerely for locating and advising me of my father's death, in your broadcast of Saturday night. While I did not hear the broadcast direct, the information was given me by a friend who had been tuned in on your fine station. It may interest you to know that I frequently hear WHO in my travels in Georgia, on a portable radio that I use in the hotel rooms. Thank you again for your grand help."

Also, you may recall the Welfare Enterprise Tigers of Summerville, Georgia—a 60-member WHO War Bond Club which sent in War Bond subscriptions to WHO every week for three years. . . . And that *many* Georgia people joined WHO's campaign to send parcels to Europe (a campaign which resulted in shipment of over 23,000 parcels—110 tons—of food and clothing to Greece, Holland, Denmark, etc.).

There can be only one reason why so many people even in such distant states as Georgia, Texas, Pennsylvania and Oregon, listen regularly to WHO. *We* think it's good programming—good public service.

WHO

+ *for* Iowa PLUS +

DES MOINES **50,000 WATTS**

B. J. Palmer, Pres. **J. O. Maland, Mgr.**

FREE & PETERS, INC., National Representatives

WHAT CAN YOU STUFF INTO GULLET (Ky.)?

Fairly soon, no doubt, anybody who sells anything will be *really selling*. Good markets will regain their old importance. Poor markets — well, *you* know. . . .

Gullet, Kentucky — or ten thousand Gullets — won't compare with the Louisville Trading Area. You can stuff more stuff into this Area than into *all the rest of Kentucky combined*. And you can cover the Area *completely* with just *one* station, WAVE. . . .

So remember. If you're getting hungry for business, WAVE can do far better than to give you an extra Gullet!

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

BMB Rejects Offer; Hooper Plans Measurement Service

BMB rejection of C. E. Hooper's offer to become publisher of his continuous rating services at a price of $1,000,000 [BROADCASTING June 23] evoked a prompt statement from Mr. Hooper that he intends to enter the station coverage measurement field.

Sharply criticizing BMB's 1946 survey as using "the lowest standard of measurement ever applied in all advertising," Mr. Hooper said that "a simple technique is now being perfected to produce listener coverage measurements, by counties and cities, which are (1) of higher standard and (2) more economical than BMB. We had already informed BMB's technical committee that we could make it available for the 1948 study if it had been authorized." Committee had received his plan non-committally, asking for further data on tests made outside the New York area before any definite decision on its usefulness to BMB was made [BROADCASTING, June 2.]

"We expect this one survey to produce the material for both coverage and area (projectable) ratings for the price of one," Mr. Hooper continued. "Individual stations or groups of stations 'covering' common counties will shortly be able to secure them through us, thus avoiding a 'coverage vacuum until 1949.' "

Cites Plan's Value

Declaring that "the plan I drafted for BMB to take over the publication of Hooperatings could have kept them in business while they were solving other problems," Mr. Hooper added that "its acceptance by them would have made it unimportant to radio if C. E. Hooper personally burned up in any given airplane.

"We were satisfied that, if we continued to produce them, BMB could have sold, distributed and ultimately learned to service program rating reports—but what is this standard setting on program ratings? You have to know more than the horse to drive the horse," he averred.

That statement referred to the proposal of the BMB Board Research Committee, which the board adopted on June 20, "to study, evaluate and report on radio audience measurements with respect to their purposes, techniques and proper uses." This was suggested as part of an overall study of the relationship between BMB and other radio research, to be undertaken shortly under the joint auspices of BMB and a university to be selected by the committee. As part of the project, a two-year fellowship, not to exceed $5,000 a year, is to be established.

Evaluation First

"Because evaluation of other measurements must precede the establishment of standards, the committee recommends that BMB refrain from seeking to establish standards for radio research for the entire industry at this time," the Board Research Committee report, which was approved in toto, read.

"Prior to undertaking program audience measurements," the report stated, "BMB would have to evaluate present program audience measurements and establish standards, as discussed in the preceding paragraph. Therefore, the Committee recommends that BMB should refrain from measuring program audiences at this time." The Board's rejection of the Hooper offer was premised on this statement of the research committee.

CHIPPING IN with a helping hand on the first pile, Gayle V. Grubb, KGO San Francisco manager, gets things started on the station's new 50 kw transmitter, scheduled to take the air Jan. 1, 1948. Located on mud flats of San Francisco Bay, transmitter will cost an estimated $400.000.

MILWAUKEE JOURNAL NOW OPERATING WSAU

MILWAUKEE JOURNAL Co. took over actual operation of WSAU Wausau, Wis. June 20 following FCC approval on purchase of the station and absorption of the Northern Broadcasting Co. into the Journal Co. [BROADCASTING June 16].

Ben Hovel, WSAU manager, will continue in that position and no important replacements within the rest of the staff are planned by the *Journal*. In addition, WSAU will continue to operate as a local station using the same call letters and present program schedules.

Future plans for greater service include improvement of the WSAU signal by moving the station's transmitter and eventual construction and operation of WSAU-FM, for which the CP was acquired as part of the purchase. Plans are also going ahead for a *Journal*-owned FM station in Green Bay, Wis.

Take it slow!

Mountain climbing can be risky business. Especially with 200-foot ice crevasses to cross . . . like this one on Mt. Olympus. It takes nerve and stamina. And plenty of it.

You've got to take it slow, too. Experts warn, "Don't try it unless you know what you're doing."

And selecting radio stations for your list can be just as risky . . . unless you know what you're doing.

To get to the top in radio sales here in Baltimore, W-I-T-H is the safe way. It's the independent station in this 6th largest market that delivers more listeners-per dollar-spent than any other station in town.

W-I-T-H is a sure-footed step to take when buying time in Baltimore.

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Already chosen to bring

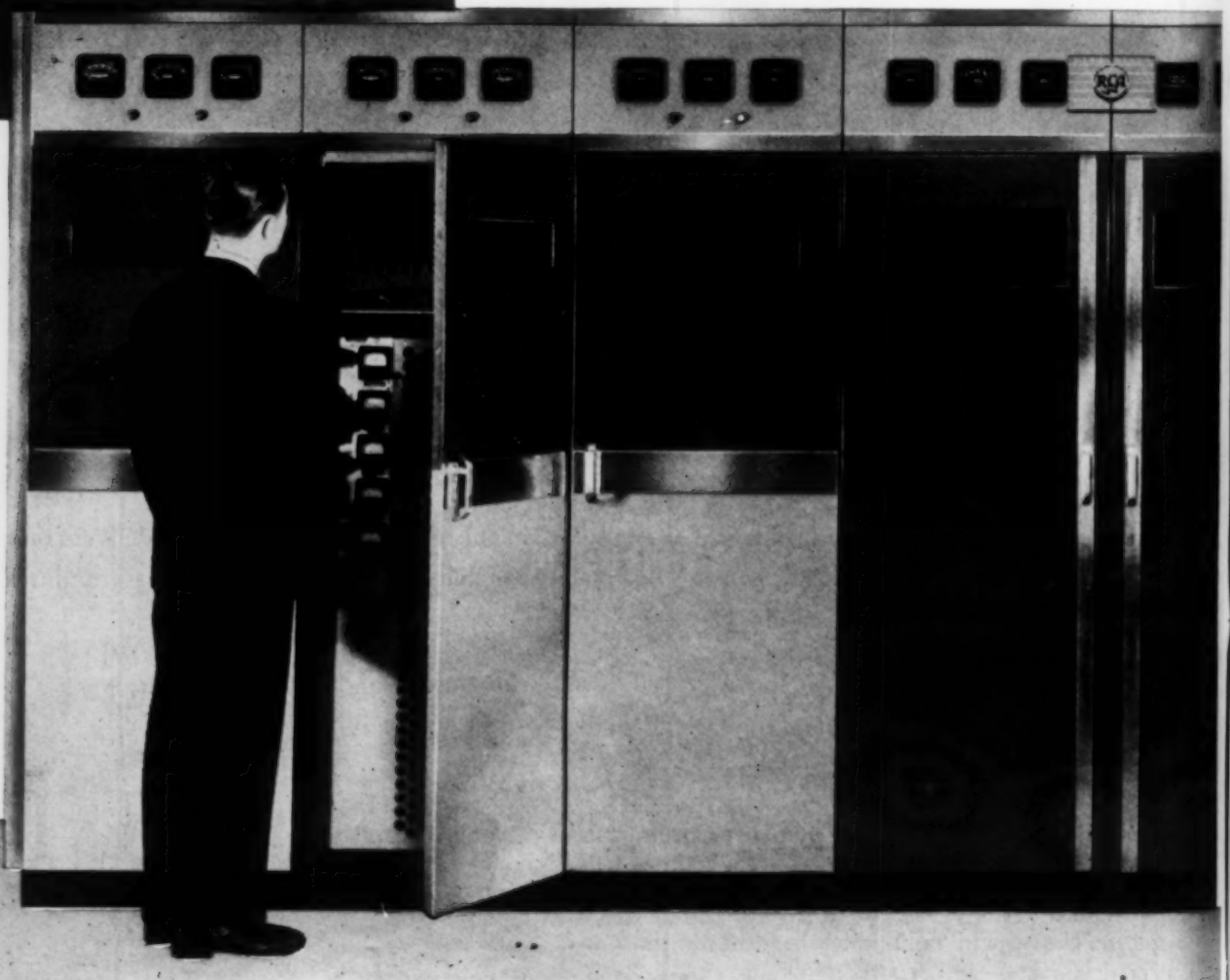
Deliveries of RCA's 5-kw "All Channel" television transmitter now being made to 21 top stations

Here's the transmitter that is putting television on the map *now* . . . in many of the nation's key cities.

Announced only four months ago, 21 leading broadcasters have already recognized its design advantages with orders. Four transmitters have already been shipped . . . and it is expected that the others will be shipped this year. The combined radiated power of these stations will blanket approximately 50,000 square miles . . . bring *clear, high-definition* television pictures within reach of 38,143,000 people.

Stage-by-stage, this transmitter has everything you might want for your new station. Here are the highlights:

FINGER-TIP CONTROL for all operating and monitoring functions. Monitoring facilities permit observation of the picture and its waveform. New RCA console handles both sound and picture signals—simplifies getting transmitter on the air and keeping it there.

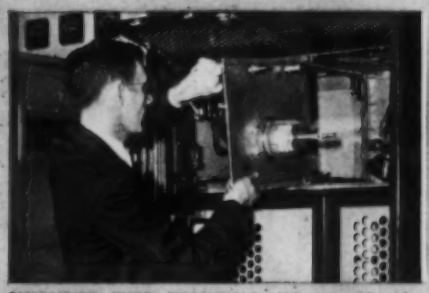


television to 38,000,000 people

• Covers all 12 metropolitan channels and assures a full 5-kw signal on each channel • Divides into eight relatively small, lightweight units (25 by 36 by 80 inches) for easy handling and installation and flexible station layout • Facilitates inspection and servicing with its "walk-in" type construction • Simplifies transmitter operation due to similarity in design between the sound and picture transmitters • Eliminates complicated tuning adjustments — a high-level modulation system permits the use of meter-tuned, narrow-band drivers . . . *only one* modulated stage to adjust • No neutralization of modulated PA stage • Employs radically new tubes in the output stages — RCA 8D21 twin tetrodes — permitting unusually small r-f drivers • Requires fewer spare tubes — only 15 types.

From every standpoint, the RCA TT-5A is comparable in convenience, performance, and operating economy with today's finest AM transmitters.

Be sure to get your copy of the new bulletin which fully describes and illustrates its many advantages to the station engineer, manager, owner, and audience. Write Dept. 18-F.



SIMPLIFIED TUBE CHANGING—When a PA tube change is necessary, the tube and special mounting plate can be removed as a unit and a spare assembly slid into place and connected in a matter of minutes.

WALL-MOUNTED UNITS afford easy access to all tubes and wiring. Rear doors further increase ease of reaching all components. Illustration above shows portion of the aural transmitter's r-f driver unit.

THE "DIRECT FM" EXCITER for the sound channel. Uses only four r-f tubes; does not involve phase multiplication. Inherently capable of lower noise and distortion than any exciter yet developed.

RCA

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Sell Us Both with WMT!

Iowa leads the world in per capita income.

And WMT leads Eastern Iowa where your market is a happy blend of city and farm listeners. It's the only CBS outlet in Eastern Iowa.

Ask your Katz Representative for full details on the WMTland "twin markets" story.

Cedar Rapids

"In the heart of the greatest farming country on earth"

BASIC COLUMBIA NETWORK

600 Kilocycles 5,000 Watts Day and Night Member Mid-States Group

DEBUT of *Lawyer Tucker*, summer replacement of the *Dick Haymes Show* on CBS, is the scene of this pleasant get-together. From l to r: H. D. Bissell, advertising manager, Electric Auto-Lite Co.; Knowles Entrikin, producer of the show; Bourne Ruthrauff, vice president, Ruthrauff & Ryan Inc.; Maurice Wells, member of the cast, and Tod Reed, also vice president, Ruthrauff & Ryan.

WDVA DANVILLE, VA. COMMENCES OPERATION

A SPECIAL 90 minute dedicatory program before a large studio audience was to herald the opening last night (June 29) of WDVA Danville, Va., operating on 1250 kc with 5 kw night and 1 kw day.

The new station, an MBS affiliate, is owned by Virginia-Carolina Broadcasting Corp. headed by President J. D. Pruitt. The staff includes Walter M. Windsor, general manager; William P. Heffernan, former manager of WHOT South Bend, Ind., assistant manager in charge of sales; E. M. Hurd, formerly with WBTM Danville, sales dept.; Charles J. Holmes, formerly of WLW Cincinnati, program director; Ross DeRoy, musical director; Clifford Thurman, until recently with KDKA Pittsburgh, in charge of news room; Virginia Murphy, continuity and women's program director; Vivien Jackson, copy and Nancy Blair, traffic. Announcers include Hugh Mosher, Don Bell, Walter Baldwin, Dick Campbell and Howard Garland.

Engineering staff is headed by Allen S. Clarke, vice-president of the corporation, and includes Rush Sawyers, I. G. Murphrey, Marvin Terry and Robert Harvey. Frank Raymond is farm service director.

KVOW Littlefield, Tex. Takes Air With 250 w

LITTLEFIELD, TEXAS had its first station June 14 when KVOW commenced operations with 250 w on 1490 kc and a 6:30 a. m. to 10 p. m. schedule of programs.

Licensee of KVOW is J. C. Rothwell, former owner of KSAM Huntsville, Tex. and part owner of KVOP Plainview, Tex. Other executives include J. B. McShan, business manager, and J. W. Robinson, chief engineer.

Veto Rating 30.7

PRESIDENT Truman's address on June 20 in which he explained his veto of the Taft-Hartley Bill was heard by 22,306,000 adult listeners, according to a survey made for CBS by C. E. Hooper Inc., New York. Hooperating for the address was 30.7, and share of the listening audience was 86.0.

WFMI Portsmouth, N. H. Slated for Fall Airing

PRELIMINARY WORK is underway on WFMI, new FM station for Portsmouth, N. H., and completion is scheduled by fall, it was announced last week by Bert Georges, general manager of the Hon. Charles M Dale-owned WHEB and WFMI.

WFMI will operate on 107.7 mc with 20 kw. The tower, atop Saddleback Mt. will be 1,204 feet above sea level. As the result of technical surveys, the station estimates it will serve a total area of approximately 11,600 square miles, giving direct FM reception to more than 1¾ million rural listeners.

WMMW Meriden, Conn. Makes Official Debut

INAUGURAL program of WMMW, new 1 kw daytime station on 1470 kc at Meriden, Conn., took place June 8.

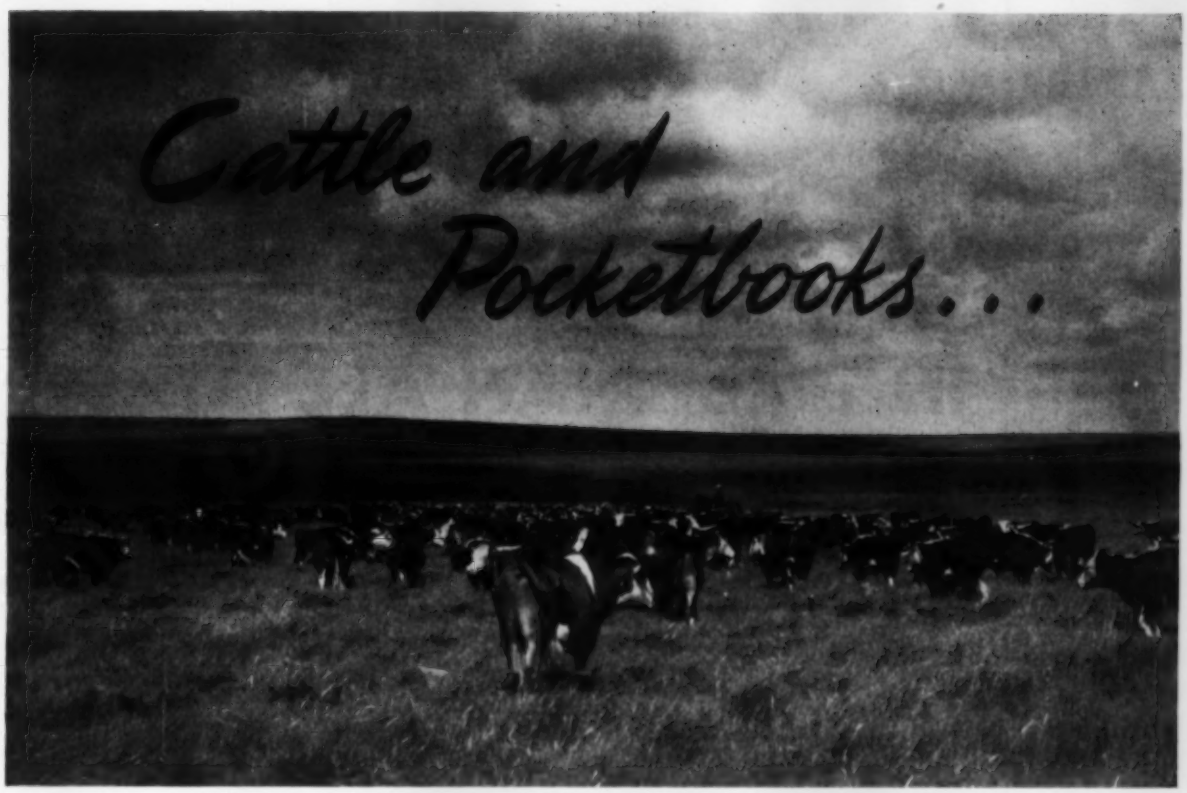
General Manager James Iodice announced the following staff: James W. Miller, sales manager; Bernard Morley, until recently program director of WINR Binghamton, N. Y., program director; Joel Holt, Jim Dunham, Ed Toby and John Ellinger, announcers, and Sam Cohen, sports editor of the *Meriden Daily Journal*, sports announcer.

Licensee is Silver City Crystal Co., whose officers include Carl Schultz as president, Mr. Iodice as vice-president and William Schultz as secretary-treasurer.

Canadian Poll for May Led by Radio Theatre

AMERICAN NETWORK programs were favorites with Canadian audiences during May according to a survey issued by Elliott-Haynes Ltd., Toronto. *Radio Theatre* was first evening show with rating of 35.5, followed by *Fibber McGee and Molly* 32.7, *Charlie McCarthy* 32.6, *Ozzie and Harriet* 27.1, Fred Allen 26.9, *Amos 'n Andy* 21.6, Bob Hope 19.9, *Meet Corliss Archer* 18.8.

First five Canadian English daytime shows in May were *Happy Gang* 19.3, (Canadian program), *Ma Perkins* 16.9, *Big Sister* 16.6, *Road of Life* 16.1, and *Lucy Linton* 15.8.



Part of the 230,000 beef cattle being pastured this year in the Osage Country of Oklahoma.

Cattle and pocketbooks grow fat these warm summer days on the lush blue stem grasses of the Osage Country right at Tulsa's front door. Shipped from all over the great Southwest to this mecca of informed cattle raisers, fine cattle grow finer, taking on firm, sturdy weight that rings the cash register louder and longer at every important cattle market in America! There's no substitute for Osage pasturing for fine beef cattle. That's why we say, cattle and pocketbooks grow fat these fine summer days in the Osage Country.

Reach and sell these men who reap the rich reward of Osage grasslands . . . they depend on KVOO for radio's best in entertainment, news, and farm-ranch information.

KVOO is *their* station!

50000 WATTS ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

NBC AFFILIATE

BROADCASTING

RAN MORE RADIO LINAGE IN 1946 THAN ALL OTHER BUSINESS PAPERS COMBINED

Advertising linage gains are important only as a reflection of advertising effectiveness. Not only in 1946, but for the last 16 years BROADCASTING has consistently carried more radio advertising than all other business papers combined.

BROADCASTING'S editorial policy in publishing *more news** of all radio—AM, FM, TV—adds weight to the advertising on its pages. It attracts readers who make broadcasting their business and who place the bulk of the national spot and network dollar.

BROADCASTING'S Washington business office or any of the offices listed below will be glad to tell you more—now!

* Than all other business papers combined.

NEW YORK	CHICAGO	HOLLYWOOD	TORONTO
SOL PAUL	FRED SAMPLE	DAVE GLICKMAN	JAMES MONTAGNES
250 Park Ave.	360 N. Michigan Ave.	6000 Sunset Blvd.	Harbour Comm. Bldg.
PLaza 5-8355	CENtral 4115	HEmpstead 8181	ELgin 0775

THE BEST BUY (FAR) IN THE TRADE PAPER FIELD

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

National Press Building • Washington 4, D. C.

Radio Weekly Payroll Up 25% Since '45

Employment Increases 18%, Says FCC Annual Report

RADIO'S weekly payroll, moving constantly upward, has gained more than 25% since late 1945, while employment has increased 18%.

This was revealed last week in FCC's annual Employe & Compensation Report, issued Monday. It showed 34,831 fulltime employes of stations and networks received $2,408,246 in straight-time pay for the week of Feb. 1—an average weekly earning of $69.14 compared with $65.40 in 1945. The gain in average earnings was about 5.7%.

The 1947 figures were based on reports filed by seven networks, 10 key stations of nation-wide networks, and 914 other AM stations for the week starting Feb. 1. The 1945 report was for the week of Oct. 14 and covered nine networks, 10 keys, and 866 other AM outlets. There was no report in 1946.

The 25% payroll gain—$2,408,246 against $1,922,941—compares with a 19% increase reflected in the report for 1945 [BROADCASTING, Jan. 28, 1946]. The average weekly earning of $69.14 includes salaries of executives. The 1945 average of $65.40 represented an 8% increase over 1944.

The two reports in many respects are not comparable, since the 1947 questionnaire made a great number of changes with respect to information required, employment classifications and definitions, and procedures to be followed.

For that reason, officials said, the payroll figures for 1947 are conservative in comparison with 1945's. The new form separated straight time from overtime but the 1945 report did not. Thus the latest figures are restricted to straight-time pay—overtime compilations haven't been completed—while the 1945 tabulation is known to have contained some (but not all) overtime payments along with straight-time earnings.

Two-Year Employment

Employment totals for the two years were 34,831 in February against 29,405 in October 1945. The 1947 total included 4,731 non-staff program employes.

Excluding executive, supervisory and non-staff personnel, employes had an average wage of about $60.92 in 1947. This represented a gain of about 5.1% over the 1945 figure of $57.97 for the same group. But, FCC reiterated, the average in 1945 included some overtime and other non-scheduled payments.

The 1945 report counted department heads as "executives" while the 1947 form tabulated their earnings as part of their respective departments, leaving only "general officers and assistants" in what heretofore has been the executive group. The average weekly earning of 1,498 "general officers and assistants" this year was $170.45, which compares with $173.36 for the 1945 report's 1,076 "general managerial" employes.

The new report also separated staff from non-staff employes within the program department, and in all departments segregated supervisory from non-supervisory personnel. Staff employes, numbering 30,100 including executives, averaged $71.11 a week. Executives and supervisors, totaling 5,587, averaged about $116.

Next to general officers, highest average wage was received by com-

(*Continued on page 30*)

NUMBER, SCHEDULED HOURS, AND SCHEDULED COMPENSATION OF NETWORK AND AM BROADCAST STATION[1] EMPLOYEES, FOR THE WEEK BEGINNING FEBRUARY 1, 1947

Full-time Employees

Classification of employees	Total, 7 networks and 924 AM stations: No. of employees (Number)	Total, 7 networks and 924 AM stations: Total weekly scheduled hours (Hours)	Total, 7 networks and 924 AM stations: Total scheduled compensation (Dollars)	Total, 7 networks and 10 key stations of nation-wide networks: No. of employees (Number)	Total, 7 networks and 10 key stations of nation-wide networks: Total weekly scheduled hours (Hours)	Total, 7 networks and 10 key stations of nation-wide networks: Total scheduled compensation (Dollars)	Total, 914 other AM stations: No. of employees (Number)	Total, 914 other AM stations: Total weekly scheduled hours (Hours)	Total, 914 other AM stations: Total scheduled compensation (Dollars)	Average weekly wage: 7 Networks & 914 stations (Dollars)
I. General officers and assistants	1,498	[2]	255,338	107	[2]	38,186	1,391	[2]	217,152	170.45
II. Clerical employees	6,605	262,580	267,336	2,488	96,645	109,155	4,117	165,935	158,181	40.47
A. Supervisors of clerical employees	621	24,902	42,385	189	7,230	17,346	432	17,672	25,039	68.25
B. Other clerical employees	5,984	237,678	224,951	2,299	89,415	91,809	3,685	148,263	133,142	37.59
III. Program employees	15,543	[3]	1,037,996	3,159	[3]	342,034	12,384	[3]	695,962	66.78
A. Supervisors of program employees	1,450	58,686	134,749	186	7,220	29,675	1,264	51,466	105,074	92.93
B. Non-supervisory program employees	14,093	[3]	903,247	2,973	[3]	312,359	11,120	[3]	590,888	64.09
1. Staff program employees	9,362	344,240	635,364	1,342	48,120	150,718	8,020	296,120	484,646	67.87
a. Announcers	3,747	153,703	232,111	167	6,630	19,305	3,580	147,073	212,806	61.95
b. Singers	174	4,307	11,523	13	520	1,067	161	3,787	10,456	66.22
c. Sound effects men	132	5,229	9,843	105	4,200	8,063	27	1,029	1,780	74.57
d. Production men	512	20,165	44,287	197	7,900	21,765	315	12,265	22,522	86.50
e. Musicians	1,939	47,334	168,599	486	14,085	67,765	1,453	33,249	100,834	86.95
f. Writers	1,035	41,960	48,788	73	2,910	6,625	962	39,050	42,163	47.14
g. News personnel	890	36,100	61,685	118	4,720	10,757	772	31,380	50,928	69.31
h. Actors	40	929	3,735	6	144	1,100	34	785	2,635	93.38
i. Other staff program employees	893	34,513	54,793	177	7,011	14,271	716	27,502	40,522	61.36
2. Non-staff program employees[5]	4,731	[4]	267,883	1,631	[4]	161,641	3,100	[4]	106,242	56.62
a. Announcers	415	[4]	25,590	104	[4]	9,398	311	[4]	16,192	61.66
b. Singers	728	[4]	30,355	212	[4]	16,259	516	[4]	14,096	41.70
c. Sound effect men	31	[4]	811	8	[4]	190	23	[4]	621	26.16
d. Production men	93	[4]	11,411	48	[4]	9,312	45	[4]	2,099	122.70
e. Musicians	1,423	[4]	53,405	361	[4]	23,569	1,062	[4]	29,836	37.53
f. Writers	186	[4]	19,479	99	[4]	15,211	87	[4]	4,268	104.73
g. News personnel	222	[4]	30,245	82	[4]	20,332	140	[4]	9,913	136.24
h. Actors	1,216	[4]	59,962	573	[4]	41,906	643	[4]	18,056	49.31
i. Other non-staff program employees	417	[4]	36,625	144	[4]	25,464	273	[4]	11,161	87.83
IV. Technical employees	6,448	264,710	470,134	867	34,535	88,551	5,581	230,175	381,583	72.91
A. Chief engineers and supervisors of engineers	1,175	48,698	106,175	82	3,245	12,585	1,093	45,453	93,590	90.36
B Studio engineers or technicians	2,349	94,675	176,155	490	19,545	48,679	1,859	75,130	127,476	74.99
1. Holding 1st class radiotelephone licenses	1,445	58,287	110,270	195	7,750	19,212	1,250	50,537	91,058	76.31
2. Other	904	36,388	65,885	295	11,795	29,467	609	24,593	36,418	72.88
C. Transmitter engineers or technicians	2,550	106,378	155,835	77	3,080	7,331	2,473	103,298	148,504	61.11
1. Holding 1st class radiotelephone licenses	2,489	103,860	152,719	75	3,000	7,202	2,414	100,860	145,517	61.36
2. Other	61	2,518	3,116	2	80	129	59	2,438	2,987	51.08
D. Research and development engineers	180	7,158	18,717	121	4,785	13,084	59	2,373	5,633	103.98
E. Other technical employees	194	7,801	13,252	97	3,880	6,872	97	3,921	6,380	68.31
V. Commercial employees	2,418	[3]	248,378	261	[3]	40,238	2,157	[3]	208,140	102.72
A. Supervisors of commercial employees	538	21,956	76,081	68	2,630	14,477	470	19,326	61,604	141.41
B. Non-supervisory commercial employees	1,880	[3]	172,297	193	[3]	25,761	1,687	[3]	146,536	91.65
1. Salesmen	1,652	[2]	159,623	153	[2]	22,522	1,499	[2]	137,101	96.62
2. Other	228	9,072	12,674	40	1,540	3,239	188	7,532	9,435	55.59
VI. Promotion and publicity employees	815	32,295	64,865	357	13,897	34,046	458	18,398	30,819	79.59
A. Supervisors of promotion and publicity employees	305	12,261	32,197	92	3,614	13,788	213	8,647	18,409	105.56
B. Non-supervisory promotion and publicity employees	510	20,034	32,668	265	10,283	20,258	245	9,751	12,410	64.05
VII. Building service employees	1,282	50,916	49,956	551	21,722	26,566	731	29,194	23,390	38.97
VIII. All other employees	222	8,799	14,243	72	2,860	8,623	150	5,939	5,620	64.16
IX. A. Total, all employees	34,831	[3]	2,408,246	7,862	[3]	687,399	26,969	[3]	1,720,847	69.14
B. Total, all staff employees	30,100	[3]	2,140,363	6,231	[3]	525,758	23,869	[3]	1,614,605	71.11
C. Total, non-executive staff employees	28,602	1,053,254[6]	1,885,025	6,124	229,169[6]	487,572	22,478	824,085[6]	1,397,453	65.91
D. Total, non-supervisory staff employees	24,513	886,751	1,493,438	5,507	205,230	399,701	19,006	681,521	1,093,737	60.92

[1] Includes combination AM-FM employees in a few instances where stations reported that they were unable to make a segregation of personnel.
[2] Stations typically reported that hours for this group of employees were not regularly scheduled and could not be estimated reliably.
[3] No total of hours scheduled possible because of the absence of hours data for substantial component groups of employees.
[4] No regularly scheduled hours for non-staff employees.
[5] Only the networks and 333 stations reported non-staff program employees.
[6] Hours are not included for the 1,652 salesmen.

Canadian Advertisers and Newspapers Seek Changes in Radio Legislation

A SEPARATE REGULATORY body, independent of the Canadian Broadcasting Corp., and a royal commission to inquire into necessary changes in broadcasting legislation, were urged by the Association of Canadian Advertisers in a telegram to the Parliamentary Radio Committee at Ottawa.

The telegram pointed out that the ACA consists of 145 companies advertising nationally and regionally, and that "radio is an efficient tool of advertising only if it commands a broad popular acceptance. Our members are equally interested in the welfare of both the private and national systems. Inasmuch as these two are in commercial competition, it would seem to us to be more equitable to both and in the best interests of advertising and the general public if a separate regulatory body, independent of the CBC, were established to govern broadcasting in Canada."

Discontinuance of discrimination against daily newspapers in the issuing, or transfer, of radio broadcasting licenses was demanded by the Canadian Daily Newspapers Association in a brief to the Parliamentary Radio Committee. The brief charged that present regulations threaten freedom of the press in Canada. The CDNA pointed out that facsimile transmission of printed news will be feasible soon in Canada at small cost,, thus providing serious competition to newspapers. Because of this increasing closer relationship between printed and broadcast news, the brief stated, present radio regulations will effect a complete control on printed as well as spoken news distribution.

The CDNA stated it associates itself with those who believe that control of radio should be transferred to a board appointed and financed by Parliament, answerable only to Parliament and removable only by Parliament.

Provost Plea

Protection for Canadian radio artists was asked in a brief submitted by Marcel Provost, managing editor of *Radio World*, Montreal fan magazine. In his brief he asked for standby Canadian orchestras and casts when American commercial network programs are aired on Canadian stations, the money so derived to be set aside for development of Canadian talent. He asked for a more equitable valuation for customs duties against imported electrical transcriptions in keeping with cost of such productions in Canada, treatment of network local participation programs as regular network programs with local sponsors being assessed the value of a standby orchestra and cast in each city, a more equitable exchange of sustaining programs between Canadian and American networks. Provost told the Parliamentary committee he felt that "these remedies would have the laudable effect of keeping experienced talent in Canada and give Canadian radio a real Canadian flavor."

Undaunted

SINCE the beginning of the current baseball season, Sports Announcer Len Colby has tried to broadcast "play-by-play's" of Western Michigan College's games for WKZO Kalamazoo. First of four obstacles was the telephone strike, followed in order by a railroad strike and two thunder showers. Undaunted, Mr. Colby made plans to broadcast Northwestern-Western game.

Radio's Payroll

(*Continued from page 29*)

mercial department supervisors ($141.41). Non-staff news personnel were next with $136.24 (compared to $69.31 for staff news personnel). Non-staff production men earned $122.70 (staff production men, $86.50). Non-staff writers averaged $104.73 (staff writers, $47.14). Research and development engineers averaged $103.98.

The average in each department, including the supervisors, was as follows: Clerical $40.47; program $66.78; technical $72.91; commercial $102.72; promotion and publicity $79.59; building service $38.97; all other employes $64.16.

Program department supervisors averaged $92.93 and non-supervisors $64.09. The average for staff program employes was $67.87, and for non-staff employes $56.62. Staff musicians received $86.95 compared to $81.20 in 1945. Staff announcers earned $61.95 and non-staff announcers $61.66, as against $57.79 for both staff and non-staff announcers in 1945. Staff actors averaged $93.38 and non-staff actors $49.31 (no direct comparison with 1945 earnings available).

The 1947 report was the first in which data were collected on number of hours of work scheduled per week. On the average, non-supervisory staff employes (excluding executives and salesmen, whose hours generally were not reported) were scheduled to work about 39 hours. Program employes worked about 37 and technical employes about 41.

HOMER CROY
(Photo by Bruce)

CORN COUNTRY is America's Great Farm Market

—and "Corn Country" is the latest best-seller of Homer Croy, famous novelist, humorist, scenarist and magazine writer.

This book, just published by Duell, Sloan and Pearce, is part of the "American Folkways" series. It is the first authentic chronicle of the corn belt. Chapters 27 & 28, entitled "A Visit To A Farmer's Radio Station" and "Graduation Day", are about KMA. This is the first time a commercial radio station has been treated as part of the folkways and mores of a people:

"I don't believe I have ever caught the heartbeat of the corn states better than I did in Station KMA, in Shenandoah, Iowa. It is known as the 'Farmer's Radio Station' and it is exactly that.

"The first thing that surprised me was the amazing number of letters it gets . . . a letter each year from 62½% of the homes in its section. That's something for the city stations to think about."

For the human story of KMA, read "Corn Country" by Homer Croy. For complete market information, see us or your nearest AVERY-KNODEL man—TODAY!

184 BMB COUNTIES AROUND SHENANDOAH, IOWA

KMA

AMERICAN BROADCASTING COMPANY

AVERY-KNODEL, INC., National Representatives

WBAL Surveys Brand Leadership

DISTRIBUTION AND CONSUMER PREFERENCE SURVEY, OF LEADING PRODUCTS SOLD IN FOOD STORES IN BALTIMORE AREA, JUST COMPLETED

TYPE OF PRODUCT	Consumer Preference			Distribution		
	45	46	47	45	46	47
CLEANSERS "A"	73%	77%	70%	94%	96%	92%
"B"	9%	9%	13%	94%	80%	87%
"C"	10%	6%	1%	93%	64%	78%
MUSTARD "A"	37%	56%	58%	81%	86%	83%
"B"	31%	21%	17%	70%	67%	58%
"C"	18%	10%	9%	59%	45%	56%

TYPE OF PRODUCT	Consumer Preference			Distribution		
	45	46	47	45	46	47
PEANUT BUTTER "A"	38%	45%	22%	52%	68%	45%
"B"	..	..	36%	..	..	43%
"C"	5%	6%	4%	17%	20%	19%
BREAD "A"	20%	27%	42%	95%	96%	98%
"B"	72%	60%	42%	98%	95%	97%
"C"	3%	7%	9%	58%	64%	67%

This is just a partial list of the products surveyed. For complete list, see coupon below. Most products show a 3-year comparison, some show a 2-year comparison, a few only 1 year.

Who leads the field in bread sales in Baltimore? Who sells the most peanut butter in the country's sixth largest city? (That's Baltimore.) Who leads the field in tea? WBAL knows all the answers.

Our Merchandising staff, under the supervision of Jack Tappin, did all the legwork themselves . . . visited the stores personally, and have come up with some facts and figures that tell a story—very important to you.

WBAL is making this information available to you. Just send the coupon below—check the product in which you are interested...and a copy of the survey will be sent to you pronto.

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

MAIL THIS COUPON

STATION WBAL, BALTIMORE 1, MD. *Please send me the survey I have checked:*

The following are 3-year comparisons:

- ☐ Baking Powder
- ☐ Bread
- ☐ Cheese
- ☐ Cleansers
- ☐ Coffee
- ☐ Dog Food
- ☐ Macaroni Products
- ☐ Milk (Fresh)
- ☐ Mustard
- ☐ Peanut Butter
- ☐ Pudding
- ☐ Soft Drinks (sm)
- ☐ Soft Drinks (lg)
- ☐ Soup (Canned)
- ☐ Soup(Dehy'd Mix)
- ☐ Table Salt
- ☐ Tea
- ☐ Toilet Soap
- ☐ Wax (Cake)
- ☐ Wax (Liquid)

The following are 2-year comparisons:

- ☐ Baby Food
- ☐ Bran & Raisin
- ☐ Bran Cereal
- ☐ Catsup
- ☐ Coffee (Instant)
- ☐ Cold Corn Cereal
- ☐ Cold Rice Cereal
- ☐ Cold Wheat Cereal
- ☐ Frosted Foods
- ☐ Hot Oats Cereal
- ☐ Hot Wheat Cereal
- ☐ Margarine
- ☐ Mayonnaise
- ☐ Meat (Canned)
- ☐ Milk (Canned)
- ☐ Saltine Crackers
- ☐ Spaghetti Dinners (Prepared)
- ☐ Sparkling Soda

The following are 1-year comparisons:

- ☐ Ammonia
- ☐ Bleaches
- ☐ Cleansers
- ☐ Corn Muffin Mix
- ☐ Pie Crust Mix (Prepared)
- ☐ Soap (Fine Fabrics)
- ☐ Soap (Household & Dishes)

Name.....

Address.....

WDVA

IS ON THE AIR

IN

DANVILLE, VIRGINIA

—Pledged to Showmanship—

The Virginia-Carolina Broadcasting Corporation takes pleasure in announcing that its new AM station, WDVA, began broadcasts last night at 8 p.m.

WDVA is Danville's first 5,000-watt station, and its wide coverage will bring our programs to a large audience in Southern Virginia and Northern North Carolina, 5:30 a.m. to 1 a.m. daily.

To the advertiser who seeks coverage of a bustling tobacco and textile area, from a station which maintains a big-time production staff for the presentation of live talent programs—programs that are designed to gain, immediately, a large and receptive audience—we offer WDVA. WDVA can do a big job for you.

To the other radio broadcasters of America, we are happy to join you in serving the public intelligently and understandingly, and to be a part of the world's finest radio—American radio.

GENERAL MANAGER—WALTER M. WINDSOR

REPRESENTED NATIONALLY BY THE WALKER CO.

5000 WATTS
1250 KC

MUTUAL NETWORK

Overall Study of Network Audience Made Public by New York Ad Agency

GRAPHIC wall chart, tracing the overall record of audience listening for nationally sponsored and sustaining programs on all four national networks, was made public last week by Geyer, Newell & Ganger Inc., New York.

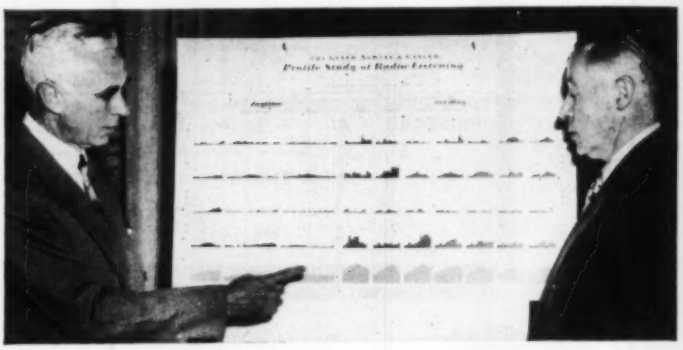
Developed more than two years ago by the agency, the charts have been made up periodically for the confidential use of the agency and its clients, and according to President B. B. Geyer, "they have proved to be most helpful in indicating the relative value of time, network and program power."

Based on Hooperatings for the first four months of 1947, the new profile study covers all day and night network programs for each day of the week and also illustrates the radio sets in use in 33 key cities for all program periods.

The chart demonstrates separately daytime and nighttime programs, with the latter based on an arithmetic average of the eight Hooper reports for evening programs and the former on the four actual surveys taken by Hooper.

Commenting on the usefulness of the charts, which are being mailed to advertisers by the agency, Mr. Geyer said, "Increases in advertising costs have caused us, in each department of our agency, to intensify our study to develop better means for appraising advertising expenditures."

* * *



Mr. Geyer (l) and Donald S. Shaw, vice president and radio director, discuss the new "Profile Study of Radio Listening."

KURLAN SEEKS DAMAGES OF $150,000 FROM CBS

SEEKING $150,000 damages for alleged infringement of his radio rights to *My Sister Eileen* by CBS house package, *My Friend Irma*, Arthur Kurlan, writer-producer, filed suit in Los Angeles Superior Court June 17.

Mr. Kurlan contends he originally submitted a recording of his program to William S. Paley, CBS chairman of the board, at latter's request. After several weeks of negotiation, Mr. Kurlan alleges, he was informed network would not buy his show because its legal department felt CBS could reproduce it by making only minor changes.

Lucille Ball, film star, reportedly was contracted to star on Kurlan program, and writer-producer avers CBS tried to get her to star in *My Friend Irma*.

Armour Expands Time

ARMOUR & Co., Chicago, effective July 21, expands its sponsorship on CBS of *Hint Hunt* from 15 minutes to 25 minutes. Program is Mondays through Fridays, 4-4:25 p.m. Chiffon Flakes will be advertised during the first 15 minutes of the show and Armour Meat Products on the added 10 minutes. Agency is Foote, Cone & Belding, Chicago.

Executive Staff Given For Godofsky Stations

FOLLOWING personnel will make up the executive staff of WHLI-WHNY (FM) Hempstead, L. I., N. Y., it was announced last week by Elias I. Godofsky, president and general manager of the stations, which are expected to begin operation on July 15.

Paul Godofsky, former program director of WMCA New York and former station manager of WLIB New York, executive vice president and station manager; Frank E. Knaack, former chief engineer of WMCA New York and WLIB New York, vice president and technical director; Clifford Evans, former managing editor *New York Post*-WLIB New York news bureau and program director of WLIB, vice president and director of public affairs; Roger Wayne, former WLIB New York production director, director, recorded music; Eddy Brown, music director; Rhoda Cantor, production director; Joseph A. Lenn and Murrary C. Evans, Long Island sales directors; Muriel Abrams, traffic director.

Paul Godofsky, Messrs. Knaack, Evans and Wayne, and Miss Cantor have been designated as the creative and planning committee, headed by Elias I. Godofsky.

CJCJ Calgary, Alta., has been authorized to increase power from 100 w to 1 kw, and to move from 1230 kc to 1140 kc.

Familiarity Breeds Content . . .

WWJ . . . most familiar letters of the alphabet to the millions of radio listeners in Detroit, and "pet" station of the community for 27 years.

Because Detroiters know WWJ so well, and like its programs, public service features, and policies so much, sales messages of products advertised on it are given more attentive ears.

WWJ's trailblazing leadership and showmanship was again clearly demonstrated through its sister television station, WWJ-TV, which recently began the broadcast of regularly-scheduled commercial and sustaining programs, highlighted by television-broadcasts of the Detroit Tigers' ball games.

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: **THE GEORGE P. HOLLINGBERY COMPANY**

WWJ

950 KILOCYCLES
5000 WATTS

Basic NBC Affiliate

Associate FM Station **WWJ-FM.** *. . . Television Station* **WWJ-TV**

WBAL WILL TELEVISE PRO FOOTBALL GAMES

HOME GAMES of the Baltimore Colts, new professional football team, will be televised this fall by WBAL Baltimore as soon as the station's facilities are completed, Harold C. Burke, WBAL manager, announced last week after completing arrangements with Robert Rodenberg, president of the Baltimore Professional Football Club Inc.

Football telecasts are among the most popular of television programs, according to WBAL, which reports that set owners in New York and Philadelphia who have seen football televised say that the players, the progress of the ball, and the entire game can be clearly seen on their screens.

Set owners in Washington will also be able to witness the games, for the arrangement provides that they will be carried by WNBW, NBC's new station in the Nation's Capital which went on the air last week. (See story, this issue.)

BORDEN TV ROTATION

Four Types of Programs Will Be Used; Then Series Repeated

BORDEN Co., New York, starting July 6 will put a television program on WNBT New York, each Sunday evening at 9 p.m. New schedule, replacing the company's former practice of sponsoring video programs on the station on occasion, with no regular schedule, comprises four types of programs, which will be presented in rotation.

First telecast will be the *Borden Sunday Evening Supper Club* of short variety acts; second week's program will be *Telecuriosities*, featuring oddities with entertainment value; third will be a marionette show, *Elsie's Little Theatre*, and fourth a half-hour dramatic program. When the series is completed, the sequence will be repeated.

Stuart Peabody, assistant vice president of Borden Co., said that the programs have been "picked with specific aims in mind. Borden television," he said, "has emerged from the first experimental stages and is now in an important middle phase. Our feeling, based on almost a year of television programming, is that the commercial problem must be handled on a different basis from radio programming. We are convinced that television commercials can be integrated so successfully that they can carry on the entertainment thread without causing acute audience nausea—and blacked out screens."

Pointing out that "any one of the current projected programs can be expanded at once, if desired," Mr. Peabody said that Kenyon & Eckhardt, New York, agency which will produce the programs, "is in the market for ideas which will keep us ahead in this field."

THREE NEW STATIONS TO BRING ABC TO 258

ABC last week announced the addition of three new affiliates, bringing the total number of the network's stations to 258.

Effective Sept. 1, KWRN Reno, Nev., now under construction, joins ABC as a member of the Pacific Coast Group. Operating with 250 w on 1490 kc, the station is owned by the Reno Newspapers Inc., and will be managed by Merrill Inch.

WTHI Terre Haute, Ind., joins ABC's North Central Group on Sept. 22, operating with 1 kw on 1480 kc. The station is owned by the Wabash Valley Broadcasting Corp., and will be managed by Raymond Kearns.

On Oct. 15 KFRE Fresno, Calif., will join ABC as a member of the Pacific Coast Group, operating with 250 w on 1340 kc. Station is owned by J. E. Rodman and Paul Bartlett is manager.

In addition to the three new affiliates, effective Oct. 1, KSIX Corpus Christi, Tex., will affiliate with ABC, replacing KWBU. Owned by the Corpus Christi Broadcasting Co., KSIX, now under construction, will operate with 250 w on 1230 kc and will be managed by Vann Kennedy.

Rider Appointed to New Position at Lever Bros.

DR. THEODORE H. RIDER, former technical director of the Pepsodent Division of Lever Bros. Co., Chicago, for the past 10 years, has been appointed associate director of research of Lever Bros. Co., Cambridge, Mass. In his new post Dr. Rider will assist John W. Bodman, director of research, in the handling of all technical research activities.

After teaching pharmacology and toxicology at Yale U. Medical School from 1928 to 1930, Dr. Rider was named chief chemist of the William S. Merrell Co., Cincinnati, and became the firm's research director in 1933. In addition Dr. Rider served as professor of organic chemistry at the Cincinnati College of Pharmacy for the five-year period beginning in 1932. In 1937 he joined the Pepsodent Co., which in 1944 became an affiliate of Lever Bros. Co.

Facsimile Course

U. OF MIAMI, in cooperation with the *Miami Herald*, will introduce at its fall session courses in facsimile newspaper production. Instruction will have two phases —a classroom and laboratory course for journalism students, and a short course in editing and publishing for editorial executives. The latter will assist newspapermen in introducing facsimile editions for their own papers and will consist of forum sessions and practical experience in a laboratory to be constructed by the university in the Herald building.

THIRD!

IN THE NATION *For* "BONUS LISTENING"

BILLBOARD'S analysis of Hooper ratings for five months ending April, 1947, placed KARK in Little Rock THIRD among the nation's top network "Audience Delivering" stations! Here are the first five leaders in BILLBOARD'S list:

Station	City	Power	Total Bonus Points Over National Average
WTAR	Norfolk	5,000	124.1
WOW	Omaha	5,000	98.5
KARK	Little Rock	5,000	43.2
KVOO	Tulsa	50,000	42.6
KOMO	Seattle	5,000	40.8

KARK

NBC AFFILIATE

5,000 Watts Day and Night 920 KC.

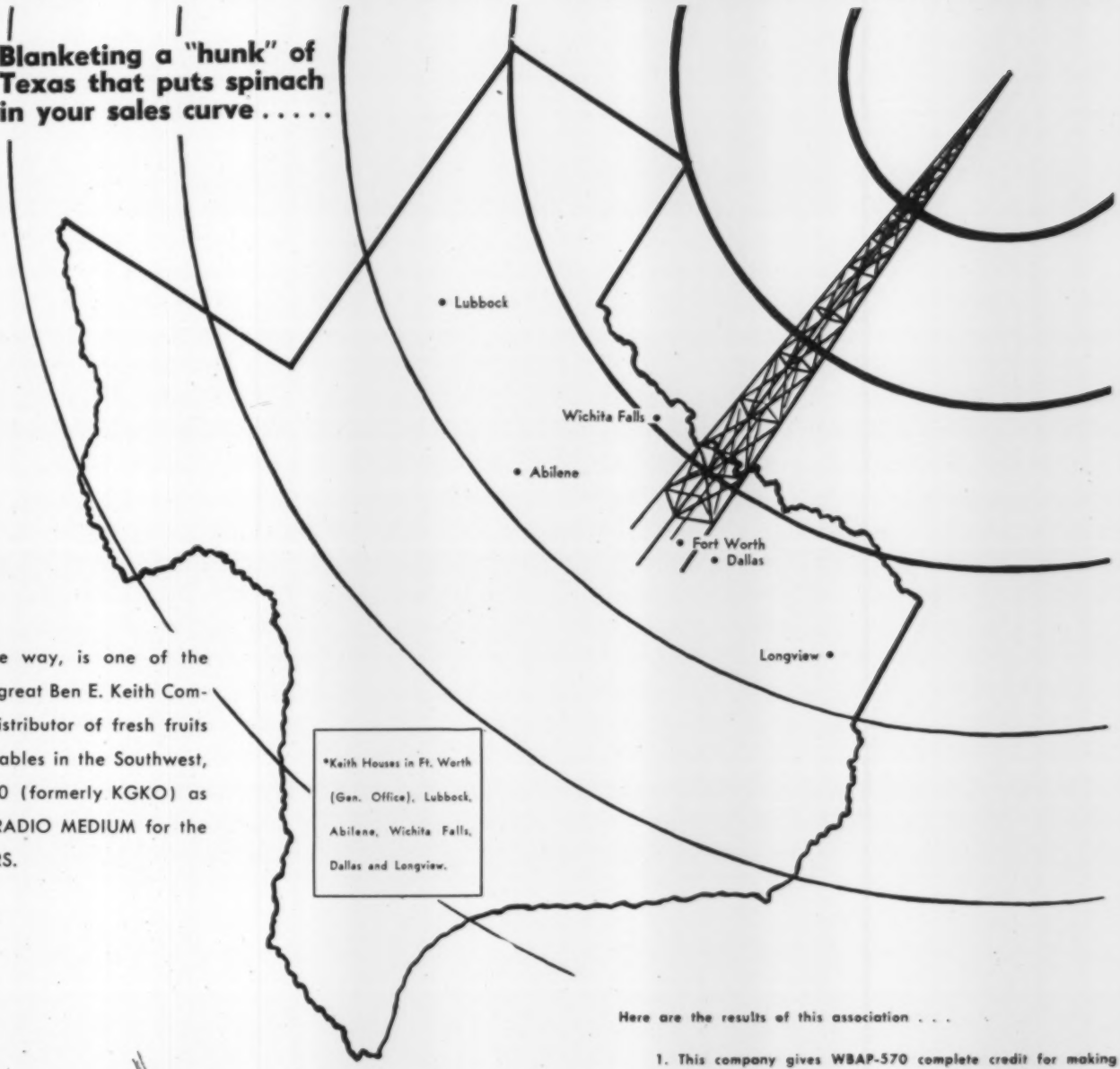
The Little Rock market dominates Arkansas—and KARK delivers the Little Rock market! See any Petry man for the full story!

ED ZIMMERMAN, Vice Pres. and Gen Mgr., LITTLE ROCK, ARKANSAS

National Representative: EDWARD PETRY & CO., New York, Chicago, Detroit, Los Angeles, Atlanta, Boston, St. Louis, San Francisco.

WBAP-570 Covers the Market Front.

Blanketing a "hunk" of Texas that puts spinach in your sales curve . . . . .



*Keith Houses in Ft. Worth (Gen. Office), Lubbock, Abilene, Wichita Falls, Dallas and Longview.

Spinach, by the way, is one of the products of the great Ben E. Keith Company, largest distributor of fresh fruits and fresh vegetables in the Southwest, using WBAP-570 (formerly KGKO) as an EXCLUSIVE RADIO MEDIUM for the past NINE YEARS.

Here are the results of this association . . .

1. This company gives WBAP-570 complete credit for making their "Fresh from Keith's" slogan a MUST shopping word in a market area some 500 miles length.
2. Keith's "Fruit Express" program, initiated in December 1938, is still pulling a tremendous audience of attentive housewives. For 15 minutes on Mondays, Wednesdays and Fridays, they hear news of overnight arrival of good things to eat —and how to prepare them.
3. Keith's sales curve is still "spinaching" upward.

Of course, the fact that this show precedes Don McNeil's Breakfast Club (ABC) doesn't hurt it any. But WBAP-570 has a program place, about as good, waiting for you to "spinach-up" your sales curve in a hunk of Texas that really counts—the MARKET FRONT.

Texas Quality Network

Lone Star Chain

WBAP

THE STAR-TELEGRAM STATION

SINCE 1922

FORT WORTH
50,000 watts, 820 Kc.
NBC Affiliate
Amon Carter, President
George Cranston, Manager

TEXAS
5,000 watts, 570 Kc.
ABC Affiliate
Harold Hough, Director
Keith Baldwin, National Sales Representative

FREE & PETERS, INC. *National Representatives*

Fort Worth: Star-Telegram Bldg. 3-1234
New York: 444 Madison Ave. Plaza 5-4130
Detroit: 3463 Penobscot Bldg. Cadillac 4255
Hollywood: 6331 Hollywood Hollywood 2151
Chicago: 180 N. Michigan Franklin 6373
San Francisco: 58 Sutter Sutter 4353
Atlanta: 322 Palmer Bldg. Main 5667

(Advertisement)

SHORTWAVE vs. COMMUNISM

I read every now and then about the grandiose scheme of our government to shortwave programmes to Russia. I guess they slant broadcasts to other countries as well.

I have never turned my limited talents to statecraft, but I do know we need to pound away pretty close to home against the advance of the hammer and sickle.

I have spent a lot of time down in the Caribbean. I have stayed many nights in little towns on the Island of Cuba. I have visited with the little folks in their Bohios, and I have learned that not many of these people own radios, although things may be a little different now as I understand that part of the world is flush. People tell me there is more money around in Cuba than there was during the famed "Dance of the Millions".

In the small towns of the Caribbean some of the people do own radios and I think in the larger towns the percentage of families owning radio-receiving sets will run pretty high. But, here is the hooker in this situation: VERY FEW OF THESE SETS HAVE SHORTWAVE BANDS.

I hope when the Commission grants 50 kilowatts for this part of the country that the engineers of the F.C.C., working with the station representatives, such as Jim McNary, will open up the lobe of the signal to the South and make it possible under all conditions for the people of the Caribbean and the West Indies to hear American Radio as she is practiced. I believe that the average Juan Cubano or Pedro Dominicano will like our American radio offerings if he is able to hear us on the regular band. I don't know anything at all about the Ivans, but I suspect that he, like his brother to the south of us, doesn't possess much in the way of a receiving set.

Let's make it possible for the people who live to the south of us to listen to our regular AM Broadcasting here in the United States, and in such case let us all remember that we are Americans first and radiomen second.

I can't see that much good can be done by trying to influence the upper-crust in Russia or any other country. Dr. Frank Buckman and the Oxford Group tried that. Remember?

I believe our State Department could very well purchase some programmes on commercial stations in Latin America—programmes designed for the people in those countries. The French with their platters are beating us to this idea.

In times past we at WKAT have had many programmes that were helpful to the Bahamas—"A dispatch from Reuters", British news every day. Of course, when hurricanes approach we broadcast reports regularly long before the Big Winds reach the Bahamian Section of the West Indies. Many people who live in the Islands depend on the Miami stations for this service.

This begins to seem a very serious tome but I think these are serious times and I feel we all owe, especially those of us in the radio world, our best efforts to produce good radio that reflects the best of our United States and its institutions, keeping in mind always that our medium has become one of the most influential forces in the world. Not only should we maintain these thoughts as far as our own people are concerned, but those of us who might reach the foreign listener should be fully alert to the potential reactions we may create in those countries. I am sure that when a farmer down in Latin America hears our farm news and hears descriptions of new machinery and the modern methods employed in farming, that he is greatly impressed. I see no reason why our good American way of radio shouldn't be made available on long wave to all the Juans and Pedros that want to listen.

Let's continue to broadcast with integrity. When we broadcast let's remember that some of our signals go to the South. Let's just give them radio. Let's let those people hear our happy-go-lucky comics; let's let 'em hear our symphonies and operas. Let's let 'em know that the American way is O.K. Let's let 'em hear long wave, Radio, if you please. They haven't any other sets to hear us with. I think they'll enjoy our offerings. As sure as you're born most folks in the United States do.

Maybe the Pedros and Juans, turned Ivan, after having a steady dose of our American Radio, will think twice before they go whole hog for the Red Banner.

FRANK KATZENTINE
WKAT

WINNER by two pounds in reducing contest featuring two WKBN Youngstown, Ohio, personalities is George L. Young (r), promotion director, who smiles as his defeated opponent, Don Gardner (1), veteran sportscaster, manages a wry grimace. Contestants used 9-day diet offered to WKBN listeners by Elaine Carroll, director of women's programs for station.

DECLINE OF SETS-IN-USE IS REPORTED IN 4 AREAS

SETS in use for the May-June period as reported by the Pulse Inc., New York, for the four metropolitan areas it is now measuring (New York, Philadelphia, Boston and Chicago) was down from the March-April level of this year. The Chicago area was included in the report for the first time and its listening level was the highest of the four areas surveyed. Average quarter hour sets-in-use for the four areas combined for the May-June report was 24.4 as compared with 24.7 for three areas excluding Chicago, in March-April.

First 10 evening shows listed by the Pulse were:

Lux Radio Theatre 26.9, Bob Hope 23.1, Fred Allen 20.7, Fibber McGee & Molly 19.9, Screen Guild 19.7, Red Skelton 18.8, Mr. District Attorney 18.1, Duffy's Tavern 16.0, Walter Winchell 15.9, Inner Sanctum 15.5.

Top 10 daytime programs listed were:

Kate Smith Speaks 8.4, Helen Trent 8.0, Aunt Jenny 7.9, Our Gal Sunday 7.5, Big Sister 7.4, Ma Perkins 7.3, Young Dr. Malone 7.1, Rosemary 6.2, Young Widder Brown 6.1, My True Story 6.1.

The Pulse listed the first 10 Saturday and Sunday daytime shows as follows:

The Shadow 9.6, Quick As a Flash 7.4, Theatre of Today 6.8, Stars Over Hollywood 6.6, True Detective Mysteries 6.5, Counterspy 6.5, Hour of Charm 6.4, Grand Central Station 6.3, Let's Pretend 6.0, One Man's Family 5.9.

WRTA, New ABC Affiliate Underway in Altoona, Pa.

WRTA, Altoona, Pa.'s newest station, commenced operation June 18 with 250 w on 1240 kc as an ABC affiliate.

Owner Roy Thompson will also act as general manager of the new station. Mr. Thompson's former position as manager of WFBG Altoona will be taken by WFBG Announcer Jack Snyder.

N. Y. RDG to Permit Strike If Necessary

Similar Vote Expected in Two Weeks in Chicago, L. A.

RADIO Directors Guild, New York local, voted unanimously to authorize its negotiating committee to call a strike if and when it should deem it necessary, at a meeting held last Monday night at the Waldorf Astoria.

The strike authorization vote was taken after the networks refused to recognize the Guild as the representative of freelance, agency and production package directors [BROADCASTING, June 9]. The Guild has held a contract with the networks for the past two years covering staff directors. The New York local is composed of 250 directors, 75 of which are network staff men.

A similar strike vote is expected to be taken by the Chicago and Hollywood locals of the RDG within the next two weeks.

The staff directors' two-year contract with networks will terminate next Oct. 31, and negotiations for renewal are to begin Sept. 1.

It was assumed that if all three locals concur on the strike authorization vote, the Guild will notify the networks and then request a reopening of negotiations for freelance directors.

3 Requests for WOKO's Facilities Consolidated

CONSOLIDATED hearing has been ordered by FCC on the applications of Joseph Henry Broadcasting Co. Inc., Governor Dongan Broadcasting Co. and Van Curler Broadcasting Corp., all seeking the facilities of WOKO Albany, N. Y., deleted effective Aug. 31 because of hidden ownership [BROADCASTING, April 14].

Joseph Henry Broadcasting Co., headed by Raymond Curtis, one of the present WOKO principals, and composed of 25 employes of the station, has two requests pending. One is for license to operate on the present WOKO facilities, 1460 kc, 500 w night, 1 kw to local sunset, and the other is for a construction permit for 5 kw fulltime on 1460 kc.

Governor Dongan Broadcasting Co., composed of a group of 31 businessmen headed by James T. Healy, part owner of WSNY Syracuse, N. Y., also seeks CP for 5 kw on 1460 kc, as does Van Curler Broadcasting. Van Curler previously had been heard in its request for the WOKO assignment but in its April 9 order setting the Aug. 31 deletion date for the Albany station, the Commission stated it would entertain until June 1 other applications for the facilities.

WAAW Newark, N. J., FM station of the Bremer Broadcasting Corp., Newark, N. J., began operation on June 23 and now operates from 4 p.m. to 11 p.m. seven days weekly on a frequency of 101.9 megacycles.

Award

WCAU

I. E. R.

OHIO STATE UNIVERSITY

Another first award for WCAU—

The 17th Institute for Education by Radio at Ohio State University added another FIRST to a long list of citations won by WCAU when it awarded first prize to "IT'S UP TO YOU!"

"It's Up to You!"

dramatized the necessity for community action to combat the civic problems that beset America's third largest city.

Broadcast in the public interest, this series is another example of the civic consciousness displayed by WCAU in its services to the community.

WCAU

50,000 WATTS ★ CBS AFFILIATE

PHILADELPHIA'S LEADING RADIO INSTITUTION

BMI *Pin-up Sheet*

Hit Tunes for July

(On Transcriptions)

COME TO THE MARDI GRAS (Peer)

THESAURUS—Sweetwood Serenaders
LANG-WORTH—Frankie Carle
STANDARD—Curt Massey

ILLUSION (Pemora)

LANG-WORTH—Chuck Foster
MacGREGOR—Barclay Allen
" Henry King
STANDARD—Leighton Noble
WORLD—Jose Morand
" Russ Morgan
THESAURUS—George Wright

IT TAKES TIME (London)

CAPITOL—Buddy Cole
LANG-WORTH—Four Knights
WORLD—Eddy Howard
MacGREGOR—Barclay Allen
STANDARD—Connie Haines
THESAURUS—Sweetwood Serenaders

I WONDER WHO'S KISSING HER NOW (Marks)

THESAURUS—Music Hall Varieties
STANDARD—Claude Sweeten
ASSOCIATED—George Towne
MacGREGOR—Artie Wayne
WORLD—Frankie Froeba
LANG-WORTH—Chuck Foster
" Randy Brooks

LOLITA LOPEZ (Encore)

ASSOCIATED—Art Mooney
CAPITOL—Billy Butterfield

MY ADOBE HACIENDA (Peer)

MacGREGOR—Sunshine Girls
" Barclay Allen
" Henry King
WORLD—Eddy Howard
THESAURUS—Novatime Trio
STANDARD—Curt Massey
" Leighton Noble
ASSOCIATED—Hank D'Amico
LANG-WORTH—Chuck Foster
CAPITOL—Jan Garber

MY PRETTY GIRL (Republic)

CAPITOL—Jan Garber
" Del Porter
WORLD—Russ Morgan
STANDARD—Lawrence Welk
MacGREGOR—Barclay Allen
LANG-WORTH—Randy Brooks

POSSUM TROT (IN TENNESSEE) (Campbell-Porgie)

LANG-WORTH—Chuck Foster
STANDARD—Curt Massey

THAT'S HOW MUCH I LOVE YOU (Vogue)

CAPITOL—Hal Derwin
LANG-WORTH—Lenny Herman
WORLD—Bob Eberly
MacGREGOR—Barclay Allen
STANDARD—Jack Fina

THERE'S THAT LONELY FEELING AGAIN (Mellin)

THESAURUS—Music of Manhattan
LANG-WORTH—Randy Brooks
CAPITOL—Billy Butterfield
" Skitch Henderson
WORLD—Russ Morgan
ASSOCIATED—Art Mooney
STANDARD—Cut Massey

Coming Up

AIN'T NO HURRY, BABY (Stuart)
EV'RYBODY AND HIS BROTHER (BMI)
GET UP THOSE STAIRS, MADEMOISELLE (Duchess)
GOT A RING AROUND ROSIE'S FINGER (Dawn)
HONEYMOON (Marks)
IT'S SO NICE TO BE NICE (Tune-House)
JUST AN OLD LOVE OF MINE (Campbell-Porgie)
MY LOVE FOR YOU (Encore)
THIS IS THE INSIDE STORY (Stevens)
STORY OF SORRENTO (Pemora)
WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (Vanguard)

BROADCAST MUSIC INC.

580 FIFTH AVENUE • NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

SPONSOR AND AGENCY representatives inaugurate tri-sponsorship of Joe Boland sports program on WSBT South Bend, Ind. Program was sold last month for 52 weeks through Paul H. Raymer Co. to Mid-Continent Petroleum Corp., Tulsa; Pennsylvania Rubber Co., Jeannette, Pa., and Gafill Oil Co., South Bend. Seated, l to r: Dale Rogers, advertising manager, and Ross M. Carter, district manager, Mid-Continent; Joe Boland; J. Bruce Gafill, president, Gafill Oil Co.; and G. Lee Taylor, asst. district manager, Mid-Continent. Standing, K. A. Fritz, sales representative, Pa. Rubber; H. MacRobert, regional sales representative, Mid-Continent; J. B. Gafill Jr., vice president, Gafill Oil; J. B. Woodbury, vice president, R. J. Potts, Calkins & Holden agency, Kansas City; M. R. Tennerstedt, Paul H. Raymer Co., and Neal Welch, commercial manager, WSBT.

Final Decisions Are Issued For Seven Boston FM Grants

FCC last week made final its seven proposed grants in the Boston FM case [BROADCASTING, May 19].

In the Allentown-Easton AM case, it gave finality to its proposed decision to grant Allentown Broadcasting Corp.'s application for a new 250-w fulltime station on 1230 kc at Allentown while denying three competing requests [BROADCASTING, May 5].

The grant to Allentown indicated FCC has rejected, at least for the present, the plea of one of the losing Easton applicants that the amount of FM as well as AM service should be a factor in decisions on rival AM applications. The final decision did not mention this argument, which had been advanced by Easton Publishing Co., applicant for 1230 kc at Easton [BROADCASTING, June 2].

Questions Factors

Belief persisted, however, that as more FM receivers become available the Commission will tend to consider both FM and AM service in an area in deciding "equitable distribution" questions, particularly where other factors are substantially equal in all competing communities.

In the Boston FM case, assignments were as follows (in the proposed decision, no channel assignments were given since the FM reallocation plan was then still pending):

CBS (WEEI)—103.3 mc (Channel 277), 20 kw effective radiated power, antenna height 495 feet.

Matheson Radio Co. (WHDH)—105.7 mc (No. 289), 20 kw, 500 feet.

Yankee Network (WNAC)—98.5 mc (No. 253), 19.5 kw, 510 feet.

Unity Broadcasting Corp. of Mass. (Organized by International Ladies Garment Workers Union, AFL affiliate)—102.5 mc (No. 273), 20 kw, 500 feet.

Templetone Radio Mfg. Corp. (WMBS)—104.1 mc (No. 281), 20 kw, 500 feet.

Massachusetts Broadcasting Co. (WCOP)—106.7 mc (No. 294), 20 kw, 350 feet.

Harvey Radio Labs. (Manufacturer of radio transmitting and electronic equipment, and developmental FM licensee)—96.9 mc (No. 245), 20 kw, 500 feet.

The application of WMEX Boston was denied on grounds that the licensee, Northern Corp., is not financially qualified to carry out its FM plans. The ninth applicant in the case, Raytheon Mfg. Co., withdrew after the hearing was completed in April 1946. The seven grants, with WBZ-FM already operating, fill all eight channels now available at Boston, but two reserved channels will become available on July 1.

In the Allentown-Easton case, which gives Allentown its third station (second fulltime), FCC denied the application of Easton Publishing Co. for 1230 kc with 250 w at Easton, Steel City Broadcasting Co. of Bethlehem's request for the same assignment at Allentown, and WEST Easton's bid to move to that frequency from its present 250-w operation on 1400 kc.

Allentown Broadcasting Corp., the grantee, is headed by Lewis Windmuller of Washington, D. C., who with his wife own 74% of the stock. Mr. Windmuller has had considerable broadcast and communications experience including work as a radio consultant and as director and producer of the "American Family Robinson" network series. He will be general manager of the station, which is slated to commence operation about Sept. 1. Network affiliation has been discussed with both ABC and MBS. Officials said an FM application would be filed when the AM station is on the air.

In addition to Mr. and Mrs. Windmuller, there are six stockholders from Allentown and two from Washington. The Washington owners are Lynne C. Smeby, consulting radio engineer (3.7%), and Carl H. Butman, radio consultant (5.7%). The Allentown group includes Edmund H. School, wholesale mercantile businessman (2.9%); Henry K. Bauman, postmaster and Lehigh Guaranty Co. vice president (2.9%); Charles G. Helwig, attorney (2.9%); David K. Gernerd (5.7%), George W. Peters (1.4%), and Roscoe Q. Jarrett (0.8%), business and professional men.

CBS Navy Citation

CITATION to CBS for assistance to Navy during World War II was presented to Donald W. Thornburgh, Western division vice-president on June 28. Rear Adm. Paul Hendren, commander of Los Angeles Harbor Naval Base, made presentation.

HEAR FOR YOURSELF THIS SUMMER—how KSL Covers the West

Vacation Gloriously in some of the 33 National Parks and Monuments in KSL-Land

PICTURED ARE SOME of the best-known scenic attractions which you might visit, all located within the states and counties where KSL has a BMB Coverage of from 46% to 100%. You'll see at first hand the great and prosperous market of 1,391,370 radio families* which KSL serves in Intermountain America.

UTAH's
Zion National Park

is in KSL-Land

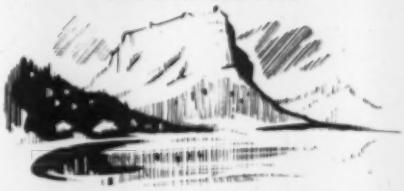
IDAHO's
Craters of the Moon National Monument

is in KSL-Land

WYOMING's
Yellowstone National Park

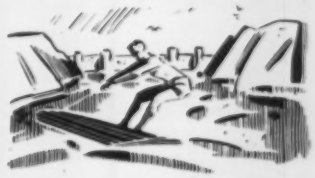
is in KSL-Land

MONTANA's
Glacier National Park



is in KSL-Land

NEVADA's
Boulder Dam Recreational Area



is in KSL-Land

COLORADO's
Mesa Verde National Park

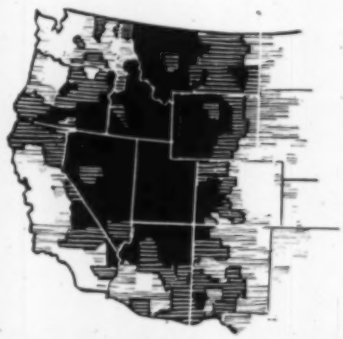
is in KSL-Land

ARIZONA's
Grand Canyon National Park

is in KSL-Land

OREGON's
Crater Lake National Park

is in KSL-Land



KSL NIGHTTIME COVERAGE
Based on BMB Study No. 1

Showing all counties in which 10% or more of the radio families listen to the station at least once a week at night.

- Counties with 50% to 100% BMB
- Counties with 30% to 49% BMB
- Counties with 10% to 29% BMB

Station Audience Reprint containing complete BMB Audience information by counties and measured cities available free on request.

IN ADDITION, you'll find 25 other noteworthy scenic attractions in KSL-Land, all within the 17-state BMB Nighttime Coverage Area. Salt Lake City, home of KSL, is truly the center of an unsurpassed scenic area — and more important to you as an advertiser — the center of a thriving market which in 1945 had a Net Buying Income of $5,405,789,000.† No matter which direction you travel in the West, you'll find farm families and city families alike, listening to KSL.

†Sales Management Survey of Buying Power, 1946
*Broadcast Measurement Bureau, 1946

KSL

50,000 WATTS • CLEAR CHANNEL
SALT LAKE CITY

Edward Petry & Co., Representatives

If you haven't received KSL's new BMB Map and Market Data folder, send for your copy today.

All these businesses have one thing in common

New fashions must get to stores *fast*. So the clothing industry is one of the largest users of Air Express. This business knows *speed pays*

Electros and engravings for magazines and newspapers are "hurry up" merchandise. So engravers, printers, and publishers make time with Air Express. *Speed pays.*

Speed is essential in the preservation of serums and medical supplies. To points overseas, International Air Express saves days in their delivery. *Speed pays.*

Speed pays in your business, too!

No U. S. point is more than hours away when you specify Air Express. Service is better than ever today, because planes are bigger and faster — with more flights available. The cost of this speedy, door-to-door service is *low*. Shipments of most any size and weight are inexpensive. For example: 13 lbs. goes 1000 miles for only $4.11. The speed of Air Express pays—so use it regularly.

- Low rates — special pick-up and delivery in principal U. S. towns and cities at no extra cost. • Moves on all flights of all Scheduled Airlines.
- Air-rail between 22,000 off-airline offices.
- Direct air service to and from scores of foreign countries.

AIR EXPRESS
GETS THERE FIRST

Write today for Schedule of Domestic and International Rates. Address Air Express Division, Railway Express Agency, 230 Park Ave., New York 17. Or ask at any Airline or Railway Express office. Air Express Division, Railway Express Agency, representing the Airlines of the United States.

Bill to Ban Daylight Saving Time Shelved by Illinois Legislature

SHELVING of state bill which would deny Illinois cities right to use daylight saving time has caused Chicago radio network and station officials to breathe a little easier this week. Bill was postponed by House committee until June 30, last of legislative session, a postponement which is tantamount to legislative burial.

Radio spokesmen appeared before the committee in Springfield to testify that its passage would create confusion and inconvenience in the industry. Spokesmen included the following representatives from the stations and networks: Richard Devine of CBS; Walter Emerson, legal counsel of ABC; William Ray, news and special events manager of NBC, Central Division; Thomas Compere, network attorney, and Paul C. Brines, assistant to Frank Schreiber at WGN Chicago.

Mr. Brines declared that "75% of the listening public would have to change their radio habits if this bill is passed. Many of the programs originate in New York and Hollywood and would be thrown off schedule by the proposed change." He added, "We are not dealing merely in entertainment—we spend thousands of dollars a month for informational programs for farmers exclusively."

When knowledge of bill first became public, Chicago radio stations WGN WBBM WENR and WMAQ, representing the four major networks, all sent telegrams in protests asking that they be permitted to send representatives to testify on behalf of the industry in the Illinois area.

H. Leslie Atlass, vice president in charge of CBS in Chicago, sent telegrams to each member of the House committee. He wired, ". . . Chicago has a referendum on this issue and has adopted daylight saving time. We think the people of Chicago have a right to approve any time they choose and should not be legislated against by the State."

HEARING POSTPONED IN WGST-WAGA CASE

HEARING of a petition by WGST Atlanta for a preliminary injunction to restrain CBS and WAGA Atlanta from negotiating an affiliation agreement [BROADCASTING, June 23] was postponed last Tuesday by Judge E. Marvin Underwood of the U. S. District Court for the Northern District of Georgia, Atlanta Division.

By agreement of the parties, the case will be heard Sept. 10 when the court returns from a summer recess. The hearing originally was scheduled June 26, but the court found its calendar too full to permit June or July hearing. Arguing the case will be two ex-FCC Chairmen, Paul A. Porter for WGST and James Lawrence Fly for WAGA.

Pickard Group Is Asking Judgment in WGST Case

ACCOUNTING and judgment were asked from regents of the University System of the State of Georgia (WGST Atlanta) in a suit filed in Fulton (Ga.) Superior Court by a group of former stockholders of Southern Broadcasting Stations, which sold stock to the State in 1943.

Counsel for W. E. Carroll, Clarence H. Calhoun, Sam Pickard, Mrs. Hattie J. Pickard and Mrs. Emma B. Moore alleged the regents acquired all 9,824 shares of Southern stock in 1943 and were to pay 15% of the net billings of WGST through Jan. 6, 1950. No payments have been made since July 1945, according to the petitioners.

The State cancelled the contract in 1945 when the FCC handed down a decision branding contract illegal and directing the State to cease payments if it wished to keep WGST.

HUGHES IS MANAGER OF NEW KANSAS OUTLET

JOHN B. HUGHES, nationally known radio and newspaper personality, and president of the Western Plains Broadcasting Co. Inc., Colby, Kan., has been appointed station manager of KXXX, 5 kw independent station, which is due to begin operations July 4 in Colby pending final approval by the FCC.

Mr. Hughes was formerly heard on his own radio program, *News and Views by John B. Hughes*, over the MBS network, and during the war served as a correspondent in the Pacific for CBS and an Oregon newspaper.

George A. Nickson, former West Coast singer for NBC in San Francisco and Hollywood freelancer, has been appointed program director. Other appointments are U. L. Lynch, former chief engineer of WWDC Washington, D. C., as chief engineer and Dan Bellus, formerly of KLO Ogden, Utah, as sales manager.

Station will be serviced by INS and handle Associated Program Service and NBC syndicated shows. It will be represented nationally by Hal Holman Co.

Election Ordered

ELECTION has been ordered by the National Labor Relations Board at WLAY Muscle Shoals City, Ala., to determine right of Radio Broadcast Technicians Local 1564 (IBEW) to serve as bargaining unit for operators. The NLRB order does not require recognition of the local by WLAY, as incorrectly stated in the June 23 BROADCASTING.

KPXJ . . . . . KGNO . . . . . KMMJ . . . . . KODY . . . . . KORN . . . . . KOYC

KTRH . . . . . KUOA . . . . . KYOO . . . . . KWBU . . . . . KWKH . . . . . KWOC

KWTO KXOK

WAGA WAYX

WBAP WBLJ

WBT WCBI

WCED WEBQ

WFAA WGGA

WHAS WIBW

WJJD WJMS

WKLA WLAG

WLBT WLW

WMGA WMIS

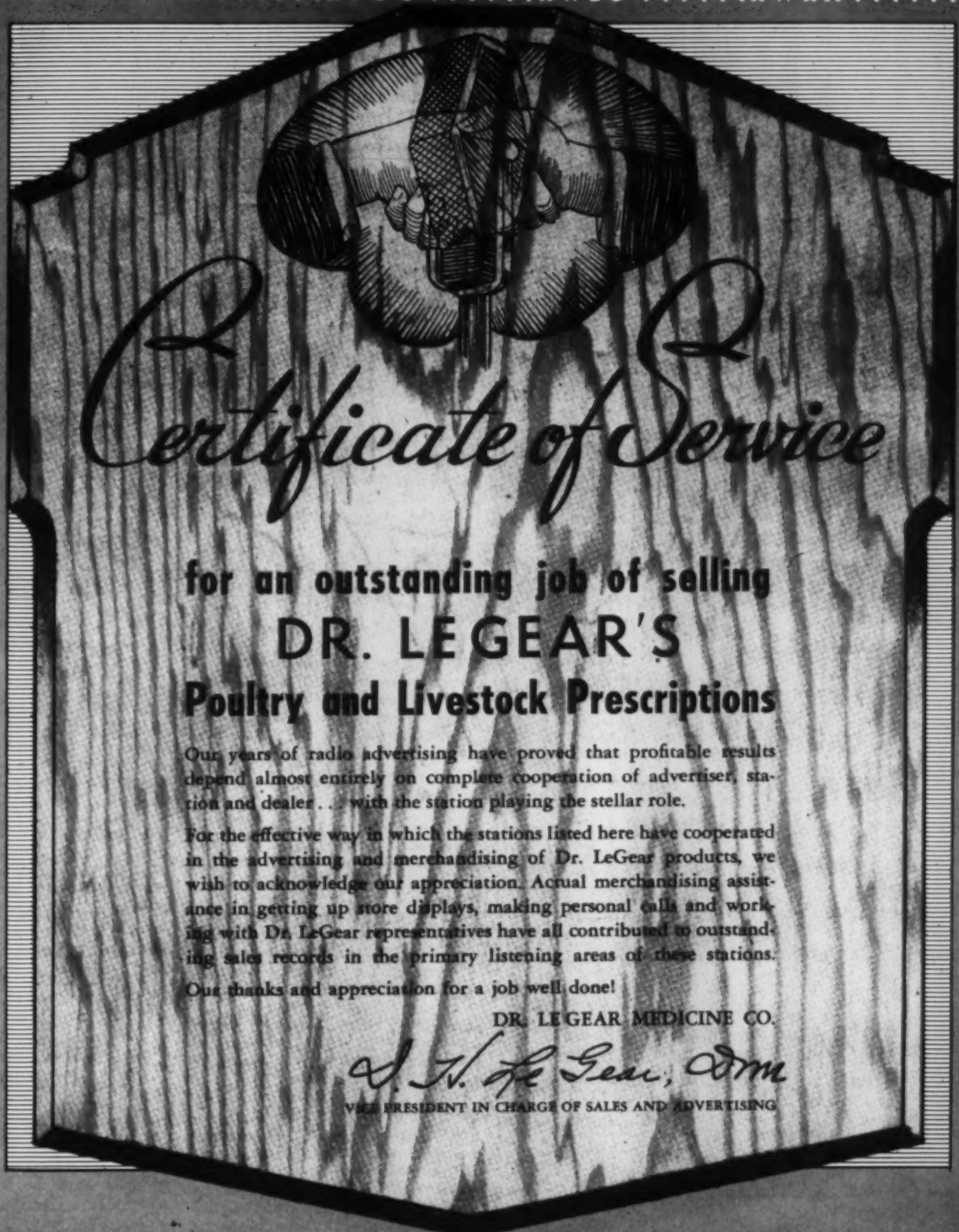
WMJM WMLT

WMOG WNAX

WNCA WOAI

WRVA WSLB

WSM . . . . . WTCM . . . . . WTMC . . . . . WWL . . . . . WWVA


Certificate of Service
for an outstanding job of selling
DR. LEGEAR'S
Poultry and Livestock Prescriptions
Our years of radio advertising have proved that profitable results depend almost entirely on complete cooperation of advertiser, station and dealer . . . with the station playing the stellar role.
For the effective way in which the stations listed here have cooperated in the advertising and merchandising of Dr. LeGear products, we wish to acknowledge our appreciation. Actual merchandising assistance in getting up store displays, making personal calls and working with Dr. LeGear representatives have all contributed to outstanding sales records in the primary listening areas of these stations.
Our thanks and appreciation for a job well done!
DR. LE GEAR MEDICINE CO.
VICE PRESIDENT IN CHARGE OF SALES AND ADVERTISING

PUBLISHED IN APPRECIATION BY

SIMMONDS & SIMMONDS, INC.

201 N. WELLS ST., CHICAGO *Agricultural Advertising* 611 OLIVE STREET, ST. LOUIS

RADIO STATION

WDOD

announces the appointment

of

RALPH H. PATT, Jr.

as General Manager

Mr. Patt's record matches WDOD's own in the number of years he has been in broadcasting. It includes four years as announcer and writer for WDAF, Kansas City, Missouri; ten years as announcer, writer and salesman for WJR, Detroit; four years as General Manager of WPAY, Portsmouth, Ohio; one year as Account Executive for the Paul H. Raymer Company, radio station representatives. During the war, he served in the Navy as a communications officer.

WDOD

CHATTANOOGA, TENN.

for 22 years Chattanooga's Leading Radio Station

CBS • 5000 WATTS DAY AND NIGHT

Represented by RAYMER

NBC Launches Its Television, FM for the Nation's Capital

WNBW, NBC's Washington television station, telecast its first official program last Friday before an audience of over 300 studio guests. Programs went out over the NBC video network. WRC-FM went on the air simultaneously as the NBC FM station in Washington.

Getting underway at 7:30 p.m., the opening night program began with an introductory film from New York, showing filmed pictures of the WNBW facilities at Wardman Park Hotel, as filmed by NBC cameramen. From the Continental Room of the hotel guest speakers were telecast including NBC President Niles Trammell, FCC Chairman Charles Denny, NBC Washington Vice President Frank M. Russell, and Carleton D. Smith, general manager of WRC, WNBW and WRC-FM.

Mr. Smith

There followed a "newsreel" filmed by NBC; a live variety show from New York; *The World in Your Home*, a film of Washington scenes; a television drama live from New York, and a guest star variety show.

At 9:30 p.m., WNBW telecast the boxing matches from Madison Square Garden, which was followed by the concluding program, *Toscanini Conducts*, featuring a film of the conductor and the NBC Symphony Orchestra playing classical music.

Prominent Guests

Prominent guests scheduled to attend the opening included: FCC Chairman Denny, Comrs. Clifford J. Durr, Ewell K. Jett, Ray C. Wakefield, Paul A. Walker; Frank M. Folsom, RCA executive vice president in charge of RCA Victor Division; Frank E. Mullen, NBC vice president and general manager; W. W. Watts, RCA engineering vice president; Benedict Cottone, FCC general counsel; Harry Plotkin, FCC assistant general counsel; several members of Congress, the Washington press and ranking officers of the Army, Navy and Marine Corps.

Television signal, which will reach the more than 700 set owners in the Washington area, is broadcast from the 350-foot tower on the Wardman Hotel grounds. The same tower also radiates the signal of WRC-FM.

The transmitter was delivered in May. It is the first postwar television transmitter built at the RCA plant in Camden, N. J., and its cost is approximated at over $65,000. Of the 5-kw TT-5A type, it operates on channel 4, with an effective radiated power of 20.7 kw, via the RCA Super Turnstile antenna. Radiated audio signal is 17 kw.

Under the supervision of Messrs. Russell and Smith, the WNBW staff includes: George Sandefer, assistant to the general manager for television; John Gaunt, program manager; Charles Kelly, program assistant; George Dorsey, Jr., film editor; Albert E. Johnson, engineer in charge of NBC Washington operations; Harold See, WNBW operations supervisor; John B. Knight, WNBW station engineer.

Local programming will begin on a limited scale and increase as new projector equipment and a mobile unit become available for use. At present the schedule calls for televising home games of the Baltimore Colts Professional football team, a weekly filmed newsreel of Washington events, a telecast of games and quiz questions for the younger audience, and special events originating from Washington, such as major political speeches, inaugurals, etc. There will also be a wide use of film at first, according to General Manager Smith.

Sunday, Monday and Friday, WNBT New York will send regular programs to WNBW via Bell System coaxial cable.

WJHP-FM Takes the Air In Jacksonville, Florida

JACKSONVILLE, FLA. was added to the growing list of cities with FM last Monday (June 23) with the opening of WJHP-FM, a John H. Perry station, on Channel 244 with 3 kw power.

Ted Chapeau, WJHP manager, will also manage WJHP-FM and programming and production duties will be handled by WJHP staffers Claude Taylor and Earl Wood. Program schedule, however, will be separate and will air from 12-3 p. m. and 6-9 p. m. daily.

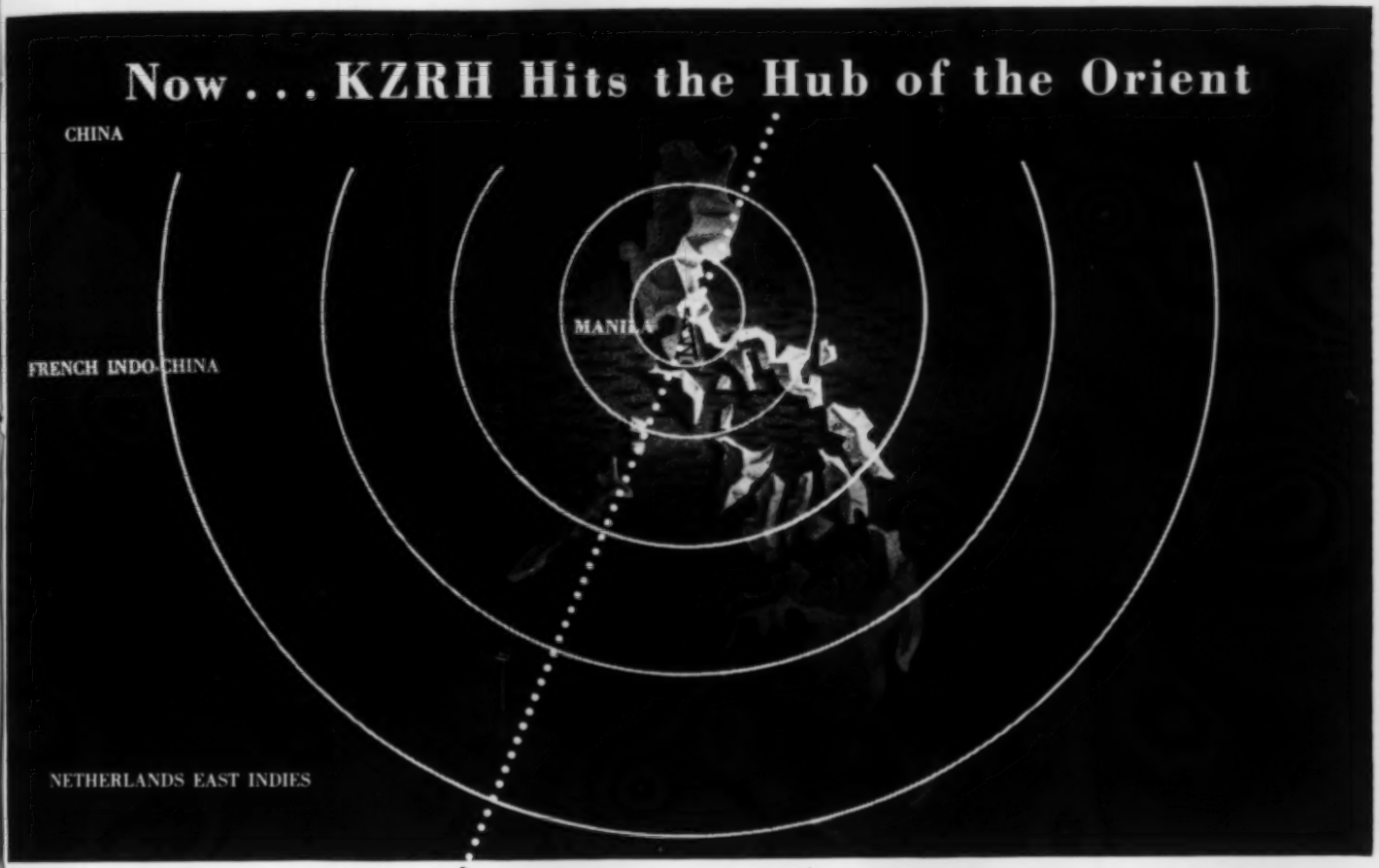
Dealers Told Promotion Of FM Gets Big Results

INTENSIFIED merchandising of FM sets will bring big sales results, Bill Bailey, FM Assn. executive vice president, told the Dealer's Group, Gas & Electric Assn. of New York, at its meeting June 19. He outlined techniques to be used in displaying and selling FM receivers.

Though overall set production dropped 25% in May from the April figure, Mr. Bailey said, FM output fell only 14%, indicating manufacturers are increasing FM while AM is on the decline. He added that there are "a few sets on the market that are not genuine FM sets." "A good demonstration on your part will show them up," he said.

PRESIDENT Harry S. Truman will be heard on all four networks on July 4, 1:30 p.m., from Monticello, Va.

Now . . . KZRH Hits the Hub of the Orient



WITH 10,000 WATTS, AT 750

KZRH is bigger and better than ever with its tenfold increase in power. Its new 10,000-watt transmitter makes it The Philippines' most powerful station. Its 750-kilocycle frequency puts penetration in its signal . . . makes tuning easy, at the center of the dial. Its modern studios make it the only Manila station equipped for live talent shows (over 80 a week) before audiences of up to 500 guests.

And, as an added feature—at no extra cost—KZRH's 1,000-watt short-wave transmitter carries all programs simultaneously to the Far East's other potent buying centers—Hong Kong, Indo-China, Burma, the Dutch East Indies, and Australia.

84% of Philippine Radio Listeners prefer KZRH (according to a recent survey conducted by the Philippine Branch Office of the United States Life Insurance Company). And there are 7,000,000 eager customers in the KZRH "AM" service area of metropolitan Manila alone—plus the 11,000,000 more product-hungry inhabitants of the entire Philippines.

Why not ask NBC Spot Sales about current availabilities on KZRH?

"THE VOICE OF THE PHILIPPINES"

10,000 w - 750 kc
1,000 w Short Wave
NBC Affiliate

KZRH

REPRESENTED BY NBC SPOT SALES

"The Man

an Called X" originates at KNX

. . . so does "The KNX Farm Journal"

The world is his beat. KNX is his headquarters. As the sleuth of Columbia's *The Man Called X*, suave Herbert Marshall remains as cool and polished as his sponsor's product – Frigidaire. And KNX – CBS in Hollywood – makes certain that technical perfection supports this poise throughout each performance.

Every program originating at KNX – whether for Southern California only or the nation – has equal assurance of faultless craftsmanship. The same technical facilities, studios, music and sound artistry available to coast-to-coast shows do their full share to make each local KNX program a Columbia-caliber production.

Robert Wilson, editor of *The KNX Farm Journal*, limits his beat to the 10 Southern California counties. His Monday through Saturday, 6:00 to 6:15 a. m. reports to breakfasting farmers are as practical as a pump handle. No slick reciter of prefabricated farm news, Wilson nails his program to growers' needs. Plow-side visits and close co-operation with county extension services keep *The Journal* timely and – as farmers testify – invaluable.

Catering to Southern California farmers is smart business. Last year they grossed $666,474,000 . . . a figure that places 8 Southern California counties among the nation's top 25 in farm income. In fact, Los Angeles is the nation's richest farm county and has been since 1910.*

If the country's richest farm market tempts you, call us about *The KNX Farm Journal*. We, or Radio Sales, will gladly tell you more about this direct approach to rural Southern California's purchasing power.

*Sales Management, "Survey of Buying Power," May 1947

KNX *Los Angeles • 50,000 Watts*

COLUMBIA OWNED Represented by Radio Sales, the SPOT Broadcasting Division of CBS: New York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco

Editorial

Radio's Labor Day

LAST MONDAY was labor emancipation day for American radio. The Supreme Court decision sustaining constitutionality of the Lea Act (aptly called the Anti-Petrillo Law) coincided with the Senate's action in overriding the Presidential veto of the Taft-Hartley Bill to spell for radio ultimate solution of its labor problems.

We say "ultimate solution" advisedly. The time to go overboard is not yet. Nor will that time ever come. These laws must be tested and implemented by other court decisions. Radio has been abused by arrogant labor leaders. These laws are intended to end labor tyranny. It took a radio lifetime to get the laws; let's take a few weeks or so to get them straight and right. Management cannot afford to throw the machinery in reverse.

These new laws go far beyond the fabulous reign of James Caeser Petrillo and his AFM. They affect AFRA, and IBEW and NABET and all other labor unions, including the 50-odd in Hollywood who are enviously sizing up television.

The Taft-Hartley Act bans the secondary boycott—the core of AFM and AFRA power over radio. The Anti-Petrillo Law outlaws make-work and feather-bedding. These provisions dovetail perfectly. They supplement each other in such a way as to wrest from the labor dictators the bludgeons they have held over radio's head. Neither measure, separately, would have accomplished that.

Thus, the standby musician, or any other standby, is done—once the courts have upheld that provision. Jimmy Petrillo can no longer tell a network or a transcription company it cannot serve a particular affiliate because AFM holds the station "unfair." Nor can AFRA or IBEW or the rest.

By the same token, Jimmy can't tell a station it must have a full standby for FM or television. That, under the terms of the Petrillo Law, would amount to extortion. Again the courts must so implement the law.

Thus, last Monday's actions pave the way for full-blown development of FM and television without the artificial barriers to technological progress imposed by the likes of Petrillo. It doesn't mean, however, that stations can get along without the quota of musicians or announcers or other employes they now have. The unions can still demand and demand unnecessary employes. But they cannot get what they demand without court adjudication. The strike isn't outlawed. Demands for better pay and conditions certainly will not be discouraged.

Broadcasters shouldn't delude themselves that a Petrillo will take this lying down. It must have been on advice of counsel that he meekly observed, "The Supreme Court has spoken and I bow to its dictates." That's a far cry from truculent rantings at AFM conventions last year and last month, of his wartime defiance of the Commander-in-Chief, Congress and the courts.

Jimmy has repeatedly said Congress can't write a law to force his musicians to work for radio. That, of course, would be to commit economic hari-kari, but Jimmy's boys seem to thrive on emotion; i.e., the resolution authorizing him to end all recording at his will.

Radio treats its employes better than most any other profession. Its executives, according to an employment survey last week by the FCC, draw an average of $116 weekly. The average over-all pay per week, excluding executive, supervisory and non-staff, was $61—or 25% more than the 1945 average. Even musicians, for all stations, averaged $86 per week.

Radio does, can and should pay its employes well. Radio isn't niggardly, as the figures prove. Radio won't take undue advantage of the justice that at long last has come its way.

So, at the end of the labor trail we find a Petrillo, no longer on his high horse snorting fire and fury. There's a diminuitive Jimmy, riding a burro. Last reports, however, had him still in the saddle.

Best Foot Forward

IT NOW is conceded that nothing will come of the White Radio Bill at this session. That is because of the controversy it has engendered and because Congress will adjourn in latter July.

All those who heard the testimony, by the same token, must concede that a great deal of good has resulted. A half-dozen senators know more about radio. The record is replete with radio's case for full freedom against what started out to be impregnable opposition on the part of the bill's author and of other committee men.

Here are some of the high points:

NAB President Justin Miller assumed full leadership in radio's fight for equal rights with the press, and, despite hostility of Committeemen, stuck resolutely and logically to his position.

The "scarcity" or limitation of frequencies argument for the first time was met head on. The record shows irrefutably that economic saturation will have been reached before the supply of radiocasting (AM, FM, TV, Fax) available assignments are exhausted.

Disclosure of RCA-NBC's startling Ultrafax development, which means practically instantaneous transmission and reproduction of printed matter, underscored the kinship of press to radio, and ultimate licensing of press by FCC.

Blasting of "do-gooder" small talk that radio should uplift, educate and preach, and otherwise do violence to its primary entertainment and information services.

Convincing arguments that radio should not be hemmed in by artificial restraints such as arbitrary limitations on coverage; that the anti-monopoly laws should control; and that contractual relationships between affiliates and networks are business dealings which should fall outside the pale of Congressional or regulatory controls.

Radio's case was presented under trying conditions. There wasn't adequate time to prepare. Judge Miller chose the hard road of all-out freedom. He took the hard knocks. The soundness of his position whatever the view as to his manner, was fortified as succeeding independent station and network witnesses backed him up to the hilt. Uprooting of any established order or trend breeds the kind of fury that developed. Another generation may reap the rewards, which should be as firmly imbedded in our democracy as the First Amendment which spawned the freedom guarantees.

When the White Bill was introduced we said in these columns that radio must put its best foot forward. To quote:

Will it (radio) tackle the job courageously, logically, wisely? It means hard work, team work, incessant work until a new law, protecting radio's right to freedom beyond shadow of a doubt, has run the legislative gauntlet and has been signed by the President.

We submit that, in this first phase, radio has met the challenge.

Our Respects To—

ROBERT O'DELL REYNOLDS

SPIRALS are one thing on the gridiron and quite another on the sales chart. Robert O'Dell Reynolds has been a student of both and learned his lessons well—first as an All-American tackle and now as general manager of 50 kw KMPC Hollywood.

Football came naturally to the affable, quiet mannered behemoth who grew to 6 ft. 4 in. Always big for his age, he was first attracted to the game at Okmulgee (Okla.) high school. Starting out as a lad of 14, he made the squad as a freshman. Although lettering as a sophomore, it wasn't until his junior and senior years that he made the starting team. All-American honors came in college.

Progress in radio wasn't so direct. Following college in '36, he started out to make oil his business, spurning all professional football offers. After a year in oil he reconsidered pro football and signed for the 1937 season with the Detroit Lions, then owned by G. A. Richards.

During that season Mr. Richards purchased KMPC Beverly Hills, a 500 w station. Mr. Reynolds, advised of this, was offered a spot as salesman with the station. He was for it and joined the station in January 1938.

It's funny now, but he recalls himself a zealous young salesman who returned to the station all agog. He had just closed one of his first big deals—a series of 15-minute programs. What's more he had the contract which sealed the deal.

Examination of the contract, as signed, disclosed one minor error. Billing was to be made at spot announcement rates. Abashed, Mr. Reynolds contacted the agency and a good laugh was had by all. Today he confides that laughter was painful then.

That miscue didn't upset his career at KMPC. After two years as a salesman Mr. Reynolds was named station sales manager in 1940. Then on Jan. 5, 1941, he was named general manager.

During his tenure with the station, he has seen its power increased twice, first to 5,000 w and more recently to 50,000 w. That's a lot of growth but Mr. Reynolds has shown himself equal to the problems of any and all of it.

He was born in Morris, Okla., on March 30, 1914. When only three years old, his family moved seven miles to Okmulgee where they lived until his graduation from high school in 1932.

When Mr. Reynolds entered Stanford, football fortunes had been at an ebb. In fact he and his frosh teammates saw the Indian

(Continued on page 48)

Who's Afraid of the Big, Bad Buyer's Market?

The director signaled for a fade-out and concluded another "Ladies' Day" program. But not entirely. A middle-aged woman pushed her way to Jerry Mares, the M.C., and blurted, "Mr. Mares, you've got to sell me that oil burner you advertised on the show. My husband told me not to wait 'til the companies were rushed on installations."*

"Ladies' Day at WCBM" has produced results for its sponsors as dramatic as this oil burner incident. It has played to a "capacity-house" in the studio and on the air since the show began. A waiting list of sponsors evidences its ability to produce business, and suggests as a theme song "Who's Afraid of the Big, Bad, Buyer's Market?"

If you're *on* WCBM, you're really *in* the Baltimore market!

** Actual incident*

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

Respects

(*Continued from page 46*)

Varsity trampled by U. S. C. Sitting there in the stands they vowed an end to that sort of thing. At that moment, the famous Stanford "Vow" team was born.

For the next three years, they ranged western gridirons defeating most comers as well as participating in three consecutive Rose Bowl classics. Sweetest of all were three consecutive triumphs over U. S. C., Mr. Reynolds recalls. That team wrote headlines and numbering among them were All-American nominations. Most All-American selections in '34 and '35 included an immovable tackle listed as Robert O. Reynolds.

When graduation was over in June '36, he was through with football. He returned to Oklahoma and started his career in oil. Later that fall he was invited to play with the College All-Stars against the Detroit Lions in the annual *Chicago Tribune* game. He agreed to play, convinced once again this would be the last time.

Following the game he met Mr. Richards, Lions owner, who wanted the Reynolds name on a football contract. This time he was firm and insisted that pro football was not for him. Returning to Oklahoma and oil, Mr. Reynolds corresponded with Mr. Richards.

ABOUT to close novel deal is Harold R. Krelstein (seated), vice president and general manager of WMPS Memphis. WMPS, in effort to promote its night time programs, is buying final 15-minutes daily on WDIA, new daytime outlet in Memphis. Others shown, l to r: Lou Zoltky, WDIA commercial manager; Bert Ferguson, WDIA general manager, and Harry Le Brun, WMPS commercial manager.

By the following summer, he decided against oil. In seeking him for the Lions, Mr. Richards pointed out that many prominent Detroit executives were members of the team's board of directors. Mr. Reynolds listened thoughtfully. That explained his presence on the Detroit roster when they opened their '37 season.

Without aiming at preachment, Mr. Reynolds is convinced that football participation served him well. For one, he says he learned that to accomplish a mission you've got to get set out to do it. Secondly, correlating football with the practical business world, he points out that few athletes or business men ever found a better short cut to success than work.

As salesman and later as sales manager of KMPC, Mr. Reynolds knew Bill McDaniel, also a member of station sales staff. In summer of 1940, Enna Lee McDaniel went West to visit her brother. During her visit she also met Bob Reynolds. A courtship in person and by air mail ensued, with marriage following on June 14, 1941.

Today they make their home in Westwood with Christopher O'Dell, 4, and Daniel Gillespie, 2.

Mr. Reynolds is active in community affairs as well as broadcasting. Aside from his current presidency of Southern California Broadcasters Assn., he's more than active with Los Angeles Ad Club, University Club, Hollywood Bowl Theatre Assn. Board of Directors, Bel Air Bay Club, Hollywood Chamber of Commerce, Rotary Club, Stanford Alumni Assn., and Zeta Psi.

When indoors, his hobby is reading; outdoors, golf, swimming and tennis.

Reverse Commercial

FIDELITY TRUST CO. of Indianapolis is thoroughly convinced that people do listen to commercials. In fact, they probably wish one woman hadn't listened so carefully, for she approached a bank official early Monday morning and said, "I heard your program on WFBM yesterday. You said all deposits up to $5,000 are insured. Since I have about $10,000 in your bank, I want to withdraw half."

POINTING the WAY
to GREATER
PROFITS
in the
RICHMOND
MARKET

WRNL

5 KW • 910 KC
RICHMOND, VIRGINIA

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

MANAGEMENT

D. H. LONG, formerly associated in executive capacities with WBT Charlotte, N. C., WSAI Cincinnati and WLW's Chicago office, has been

Mr. Long

Mr. Grinalds

appointed manager of WMOB Mobile, Ala. He succeeds **ARCHIE S. GRINALDS**, who has resigned to enter the lumber business with his family in Macon, Ga.

GEORGE L. YOUNG, former promotion manager of WKBN Youngstown, Ohio, has been appointed general manager of WPGH Pittsburgh, effective July 1. He was formerly with Fort Industry Co.

FRANK E. MASON, one time vice president of NBC for 14 years, and previous to that president of International News Service, has been named executive director of U. S. Brewers Foundation, New York, effective July 1.

Mr. Mason

WALTER S. LEMMON, president and founder of World Wide Broadcasting Foundation, June 18 was decorated with Order of Orange-Nassau by Netherlands Government, "in gratitude" for signal services of the Foundation which, through its international shortwave station, WRUL, aided underground resistance forces in Netherlands during **Nazi occupation**.

FRANK R. SMITH, general manager of WWSW Pittsburgh, June 25 formally severed his connection with the station and left for a three-weeks' fishing trip to Hessel, Mich. **He is a applicant** for a new station at Beaver Falls, Pa.

JOHN ALLEN WOLF, oldest announcer on CBS staff from the point of service, resigned on June 20 to return to his native city, Montgomery, Ala., where he will join WSFA as station manager.

BERT GREENE, former executive secretary to **ALFRED J. McCOSKER**, of the board of WOR New York, resigns effective July 1. Miss Greene has served in that position for the past 18 years and began her radio career as a woman's broadcaster in 1925 on the old WPCH New York station. In addition to her work at WOR, Miss Greene is a vice president of McCosker-Hershfield Cardiac Home. After a summer's vacation Miss Greene will announce her future plans.

WILLIAM H. SPENCER, former general manager of WTOD Toledo, has been appointed station manager of WHOT South Bend, Ind. Mr. Spencer previously held executive positions with WIZE Springfield, WIRE Indianapolis and WDZ Tuscola. During the war he served in AAF.

Mr. Spencer

WALTER HAASE, manager of WDRC Hartford, Conn., has been appointed to public relations committee of local branch of National Conference of Christians and Jews.

ALLEN B. DuMONT, television manufacturer and broadcaster, is the subject of a biographical article, "He Found a Fortune in a Tube," in the July issue of Coronet Magazine. Piece was written by Robert W. Marks.

ROBERT R. TINCHER, vice president and general manager of WNAX Yankton, S. D., has been elected president of Community Concert Service of Yankton, and also to the corporate board of Yankton College.

WALTER J. BROWN, vice president and general manager of WSPA Spartanburg and chairman of WTNT Augusta, Ga., is the father of a boy born June 20.

FRED HENRY, assistant general manager and director of KLAC Hollywood programs, is the father of a girl born June 12.

The Solo Medium

AN AUDIENCE THAT DOES MORE THAN LISTEN...

WSM's audience does more than just listen. It *believes*. And it does that because it has learned, through a generation of broadcasting, that WSM merits full confidence. That, in turn, has made WSM the one medium which by itself can deliver this market of five million eager-to-buy people.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

W — Air Castle of the South — E
650 KILOCYCLES
50,000 WATTS
NBC AFFILIATE
CLEAR CHANNEL

WSM
NASHVILLE

Coming Soon!

5000 WATTS on WCOA!

PENSACOLA FLORIDA

Northwest Florida's ONLY NBC Station will very soon be on 5000 Watts, day and night!

This means a primary coverage in Florida and Alabama where the NET effective buying income is in excess of $111,000,000 annually! Pensacola's strategic location, year-round shipping facilities, industrial stature and its permanent Naval Air Training Base (the largest in the country) assure a profitable investment for many advertisers.

YOUR advertising dollar will be wisely spent with WCOA, Pensacola, Florida!

National Representatives

JOHN H. PERRY ASSOCIATES

New York, Philadelphia, Detroit, Chicago, Atlanta

COMMERCIAL

BETTY KOBALD, formerly in charge of spot commercials for KHJ Hollywood, has been named sales service manager of Don Lee Broadcasting System, replacing **ED KEMBLE**, now manager of KDB Santa Barbara [BROADCASTING, June 9]. **AILEEN JOHNSON** has taken over spot commercials at KHJ and **DOROTHY HARNISH** succeeds Miss Johnson as head of traffic department.

UNIVERSAL RADIO SALES has been appointed as national advertising representative for WHBL Sheboygan, Wis.

WILBUR MILLER has joined KOCS Ontario, Calif. commercial department. He was formerly with KFXM KHJ KXLA as announcer-engineer.

ANNE TRUAX, formerly assistant to the general manager of KLX Oakland, Calif. has been transferred to the sales department of the station.

LOWELL JACKSON, formerly with Katz Agency, Chicago, will open own station representative office in that city.

WES BAULDRY, former salesman of CJKL Kirkland Lake, Ont., has joined National Broadcast Sales, Montreal, as account executive.

TAYLOR - HOWE - SNOWDEN RADIO SALES has been named as representative for WKNX Saginaw, Mich.

WLW CINCINNATI, effective July 1 will make readjustment of sales rates for time and announcements in limited number of classifications. Reported adjustment upward on time periods between 7 and 8 a.m., and downward revision between 11:30 p.m. and midnight.

CLAY SAVERY, Navy veteran new to radio, has joined KCOK Tulare, Calif., as salesman-announcer.

JOAN KENNEY, new to radio, has joined traffic department of KFEL Denver, as summer vacation replacement.

C. B. SPENCE, formerly with KABC San Antonio, has joined commercial department of WEAR Pensacola, Fla.

CHARLES E. MIDGLEY Jr., CBS sales service manager, is the author of a book titled "Business Side of Broadcasting," which will be published next January by Prentice Hall Inc., New York.

BARRON HOWARD, business manager of WRVA Richmond, is the father of a girl.

GLORIA ANIS, member of accounting department of WBBM Chicago, and Robert Lee Brown, Northwestern U. graduate, were to be married June 28.

CBS Juggles Sustainers To Fill Summer's Voids

CBS sustainer, *Oklahoma Roundup*, originally scheduled for the Saturday, 10:30-11 p. m., period, and now heard on Saturdays, 7:30-8 p. m., replacing the *Patti Clayton Show*, which was cancelled, will be replaced by a series of *Saturday Night Dancing Parties*, featuring top bands. Patti Clayton, will be heard twice weekly on the new CBS Campbell Soup *Club 15 Show*, featuring the Bob Crosby orchestra.

The *Romance* show, originally scheduled as the 9:30-10 p. m. Mondays *Lux Radio Theatre* summer replacement, will now be the fill-in for *Lady Esther's Screen Guild Theatre* and will be heard on Mondays, 10-10:30 p. m. July 14-Sept. 1. Another dramatic program is being prepared for the second half of the Lux hour and, as originally announced, *CBS Is There*, will fill the first half-hour during the Lux hiatus.

SIGNING of first one hour contract for WIMS, new 1 kw Michigan City, Ind. outlet, is occasion for this happy get-together. Standing, l to r: Arne Hirsh, asst. to president of Northern Indiana Steel Products Co.; Mort Winski, secretary-treasurer and Nathan Winski, vice president of same company; Al Halus, sales director, WIMS; Al Herkner, WIMS manager. Seated, l to r: Henry Winski, president of the steel company, and O. E. Richardson, president, WIMS.

RADIO EDITORS LIST PREFERENCES IN NEWS

RECENTLY-CONCLUDED survey conducted by ABC Central Division, to ascertain the individual publicity needs of approximately 95 Midwestern radio editors, has revealed overwhelming preferences for news-angle material, human interest stories, humor, technical data, and material based on holidays.

In conducting the survey, Ell Henry, division publicity manager, traveled to various Southern cities during late May for interviews. In addition, personal letters, accompanied by questionnaires, were mailed. Purpose was to determine individual column news. Some 40% of those queried replied.

Following is the breakdown of preferences as expressed in the replies:

53.8% Requested News-Angle features of the "Inquiring Reporter" type. 53.4% requested additional human interest stories and unusual incidents. 43.6% wanted features on humor, gags; 25.6% asked for technical features, i.e. behind-the-scene notes and material on producers, sound effect men, etc.; 20.5% requested holiday features, viz., special columns for Xmas, July 4th etc.

WBGE-FM Begins

WBGE-FM Atlanta got under way last Monday (June 23) as a full time operation on 95.5 mc. Station is owned by General Broadcasting Co.

KPAC, PORT ARTHUR, TEXAS offers

. . . Fulton Lewis, jr., one of the best known and highest rated commentators in the business. Now available for your exclusive sponsorship over KPAC, located in the very heart of Texas' rich industrial area, where 1946 BMB reports an increase in radio homes of *over* 96,000! We sincerely believe that Mr. Lewis, who has been called "The Greatest Reporter alive today," is one of the best radio buys on the market.

FULTON LEWIS JR

America's Foremost Commentator on National Affairs

MONDAY thru FRIDAY 6:00-6:15 P.M. CST

For full information on ratings, cost, etc., wire or call

KPAC

Phone 7458 Port Arthur, Texas

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meat-ball school of art and portrayer of Lena the Hyena

BOB THOMLINSON

KGW Chief Announcer
Director of Special Events

Big, breezy Bob Thomlinson is one of radio's solid citizens. He functions at the microphone with an urbane aplomb that carries him successfully through such diverse assignments as celebrity interviews, sportscasts and public events. He has broadcast from such out-of-the-way places as the top of Mt. Hood, and the Columbia River lightship. He is an honorary member of the Warm Springs Indian tribe. As KGW Chief Announcer, Bob heads a staff of eight. His men respect him; the radio audience invariably responds favorably to him. In short, to coin a phrase, we might say Bob is always "on the beam"! Bob is another one of the reasons why KGW continues to do such a superlative job for radio advertisers and their advertising agencies.

Next Week
TOM SWAFFORD
KGW Production Manager

KGW
PORTLAND, OREGON
AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

TECHNICAL

GEORGE CROCKER, former chief engineer of KFNF Shenandoah and a Navy communications officer during the war, has joined KOAD Omaha, as transmitter engineer. He also worked with KFAB Omaha in installing its new 50 kw plant.

CLYDE TREVEY has joined engineering staff of KATL Houston, Tex.

AL JOHNS, with WRRN Warren, Ohio before Army service, has returned to technical staff of that station.

WCOP Boston, has installed a Scott Dynamic Noise Supressor to improve transmission quality of its recorded programs.

TOM SHEFFREY, engineer at KFAB Omaha, is the father of a boy, Thomas Lee.

SPRAGUE PRODUCTS Co., North Adams ,Mass., has developed new TO-3 De Luxe Telomike capacitor-resistor checker. The TO-3 has a "speedy check" that enables the operator to locate open, intermittent, or shorted capicitors without removing them from the circuit. It is a bridge-type capacitance and resistance analyzer with built-in d-c volt-milliammeter.

MIKE POLACK has joined engineering staff of WARD Johnstown, Pa., replacing **JOHNNY MARTICH**, resigned to enter own business.

RCA ENGINEERING Products Dept., Camden, N. J., is now producing a new streamlined aircraft slot antenna which may be fitted into wing or fuselage surface, eliminating antenna aerodynamic drag. It is designed for operation in high speed planes and replaces protruding half-wave dipole antenna now in use.

PERCY A. FIELD, formerly with engineering division of CBC, has joined CFPL London, Ont., as chief engineer. He was formerly with CBO Ottawa, CKUA and CFRN Edmonton, and has recently completed site survey for CBC new 50 kw stations in Alberta and Manitoba, and survey for Department of Transport on all Canadian stations of 1 kw or more power.

Radio-Telephone

To speed up news and special events coverage, KRNT Des Moines has contracted with Northwestern Bell Telephone Co. for two-way mobile radio-telephone service. Compact FM shortwave transmitter-and-receiver unit is being installed in KRNT station wagon, and will be ready for use about July 1. Calls placed to the wagon are limited to radius of 24 miles, but calls from wagon may be relayed for any distance. Station estimates that normal, year-around operation of this service will average an expense of approximately $1.50 per day.

ALTEC LANSING Corp., New York, has announced a new two-way speaker with multi-cellular horn that reproduces entire FM range of 50-15,000 cycles per second without inter-modulation or distortion. Known as Duplex-Speaker, it can be installed in specially designed cabinet, built into wall, installed in cabinet already in home, or specified as component part of radios and radio-phonographs now available.

GEORGE MAIR, KYW Philadelphia engineer, is the father of a boy, James.

PAUL LeVAN, transmitter engineer at KYW Philadelphia, has received the Westinghouse Service Pin for ten years' service.

WILLIAM BRITTENHAM has joined engineering staff of WHBF Rock Island, Ill.

FRANK SCHOALES, assistant engineer of CHEX Peterborough, Ont., and Evelyn Budd have announced their marriage.

"IBCing you" . . . in INDIANAPOLIS

"Hoosier Traveler's" Tales Point Path to Indiana Sales

Every Saturday evening at 6:30 o'clock (C.D.S.T.), the "Hoosier Traveler" embarks on another visit to an Indiana point-of-interest . . . and a host of Hoosier radio dials are twirled to WIBC for another lively quarter-hour of Indiana lore. With Actor-Producer Sydney Mason as the roving raconteur, the "Hoosier Traveler" delves into the fascinating folklore and history of Indiana . . . and focuses the attention of the ever-growing WIBC audience on the state's abundant scenic centers and vacation sites. For the sponsor whose product is designed for the touring or vacationing trade, this bright new WIBC live talent attraction offers a choice opportunity to increase Indiana sales. So, for full information, see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

AM, FM Transmitter Deliveries Boosted

Figures for First Quarter Of '47 Show Rise

DELIVERIES of AM transmitters and related equipment jumped from $788,567 in the fourth quarter of 1946 to $1,135,868 in the first quarter of 1947, according to figures made public by Radio Manufacturers Assn. on basis of reports from its membership.

FM transmitter deliveries jumped from $389,844 to $943,812 in the same period, according to RMA. The AM and FM data for late 1946 include television transmitters, but television figures are not covered by the 1947 data since they would disclose output of individual manufacturers. Thus, the actual increases in AM and FM transmitter output are greater than indicated by production data.

Studio equipment sales, including both AM and FM, were $756,322 in the first quarter of 1947 compared to $817,500 in the last quarter of 1946. Antenna equipment was valued at $176,947 in the 1947 period compared to $140,169 in the fourth quarter last year.

Total value of AM and FM broadcast transmitter and studio equipment was $3,257,394 in the first quarter of 1947 as against $2,863,440 in the last quarter of 1946, though the 1947 quarter does not include television.

Domestic orders in the first quarter of 1947 were valued at $5,506,173 compared to $7,091,913 in the last quarter of 1946. Exports are negligible, $60,050.

CBS Changes Disc Playback Position

CBS lifted its long-standing taboo against network transcriptions with an announcement fortnight ago that henceforth sponsors may record their shows for playback to the West Coast instead of doing live broadcasts. This leaves NBC as the only network still maintaining a rigid restriction against the use of transcriptions.

According to CBS spokesmen, about 30 shows originating in New York or other Eastern cities now are repeated for West Coast audiences. Sponsors of many of these programs are expected to revert to transcriptions immediately — a much more economical practice— and others have indicated they will follow that lead shortly.

It was understood that CBS hopes to attract more accounts and well-known performers with the labor-saving and money-saving transcription policy as a lure. The transcribed rebroadcast policy was launched on a big scale a year ago by ABC when that network began transcribing shows so that, despite the advent of daylight saving time, rebroadcasts could be heard in different time zones in their customary periods. This practice was watched with interest by MBS, which subsequently emulated ABC to a lesser degree in its own programming.

Network officials agree also that the success of the Bing Crosby show as a transcribed package did much to disprove preconceived theories in the trade about the impracticability of recorded network shows.

TURNTABLE

BEN SELVIN, vice president in charge of artists and repertoire for Majestic Records Inc., New York, is resigning from firm Sept. 1, and will be succeeded by **DAVE SHELLEY**, his assistant. **LEE SAVIN**, former sales manager of Musicraft Corp., has joined Majestic Records, succeeding Mr. Shelley as artist and repertoire manager.

ALBERT A. CORMIER, former sales executive at WOV New York, and prior to that with Joseph Hershey McGillvra Inc., New York, has joined Charles Michelson Inc., New York radio transcription firm, as sales executive. At one time Mr. Cormier was sales manager and general manager of WOR New York, and later vice president and general manager of WIP Philadelphia, and general manager of WINS New York.

Mr. Cormier

HAL HALPERN, formerly with WNEW New York, and **LEONARD FEATHER**, jazz critic, have joined Louis G. Cowan Inc., New York, to assist on Tommy Dorsey record show which debuts Sept. 8.

ED EAST, former New York radio m.c. has opened Hollywood offices at 1680 N. Vine St., to develop creative recorded spots. Telephone is Gladstone 3352.

RICHARD M. DAY, formerly mid-west sales manager of The Cardinal Co., Hollywood, packagers and producers of transcribed shows, has been appointed radio director of Los Angeles Community Chest.

VIRGINIA WHITE, who formerly handled interviews with prospects on ABC "Bride & Groom," has joined Hamilton-Whitney Productions, Hollywood transcription producer, as account executive.

ROBIN BLACK, Hollywood freelance producer, has joined Hamilton Whitney Transcription Co., that city, as executive producer.

FINLEY TRANSCRIPTION Co., Los Angeles, has taken long-term lease on building at 8983 Sunset Blvd., Hollywood, as permanent West Coast headquarters. Talent auditions and cutting of programs will continue at 6000 Sunset Blvd.

ROBERT MORTON, supervisor of mail and messenger department of NBC Central Division, has been appointed assistant supervisor of transcription department effective July 15.

LOUIS G. COWAN, Inc., New York, producer of network and transcribed radio programs, has appointed Stuart Bart Adv., New York, to handle advertising.

Seeks AM CP

UNITED GARAGE and Service Corp., Cleveland, permittee for Class A FM outlet at Lakewood, Ohio, on 104.3 mc and owner of WINK Fort Meyer, Fla., has tendered for filing at FCC an application for a new standard station at Lakewood. Facilities sought are 500 w daytime on 1380 kc. United Garage principals are: Arthur B. McBride Sr., Arthur B. McBride Jr., and Harry and Daniel Sherby.

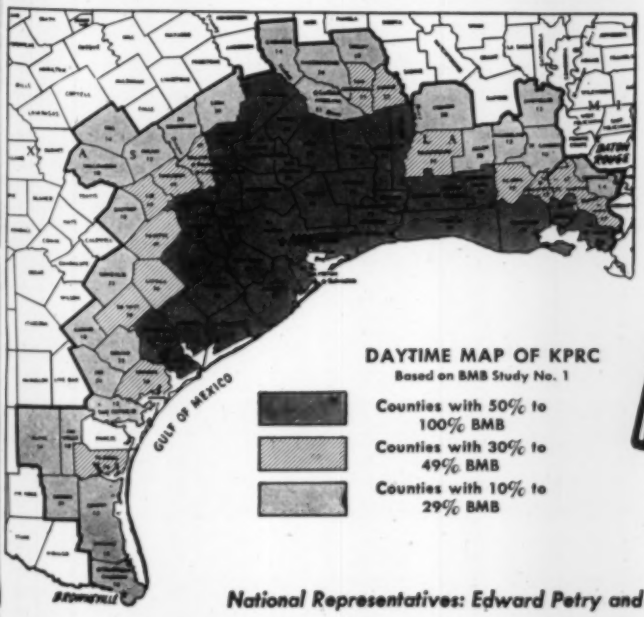
FIRST YOU PICK KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.



DAYTIME MAP OF KPRC
Based on BMB Study No. 1

Counties with 50% to 100% BMB
Counties with 30% to 49% BMB
Counties with 10% to 29% BMB

KPRC HOUSTON

950 Kilocycles — 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

AGENCIES

E. B. WEISS, who resigned from Grey Adv., New York, in 1941 to become merchandising consultant to a group of New York advertising agencies including Grey, has returned to latter agency as director of merchandising.

NORMAN D. WATERS & Assoc., New York, has moved to larger quarters at 6 East 39th St. Telephone: Murray Hill 5-8950.

MILES A WALLACH, former director of research for Whitehall Pharmacal Co., New York, and before that with NBC in charge of Nielsen Radio Index, has joined Kastor, Farrell, Chesley & Clifford, New York, as assistant research director.

HAROLD A. JACOBS, former advertising manager of Buegleisen & Jacobson Inc., New York., has joined Robert Holley & Co., New York, as accountant executive.

IRWIN W. HOFF, former advertising manager of Block Drug Co., Jersey City, N. J., has joined Blow Co., New York, as an account executive.

RALPH F. LINDER, former vice president of Kenyon & Eckhart, New York, where he served as account executive on Standard Brands, Borden, and Knox Gelatin, has joined Blow Co., New York, as vice president in charge of Grocery Products division.

HAROLD STANSBURY, senior group head with J. Walter Thompson Co. Ltd., London, is in U. S. to confer with clients of the company.

O'CONNELL-RAGAN Co., Tacoma agency, has moved to new offices in Exchange Bldg.

HAZEL THOMPSON, formerly with Young & Rubicam and Lennen & Mitchell, New York, as a copy writer, has joined copy department of William Esty & Co., New York.

REGINALD V. COGHLAN, formerly with Compton Adv., New York, as copy supervisor, has joined copy staff of Ruthrauff & Ryan, New York.

DAVE ELTON, formerly of Young & Rubicam, Hollywood, has joined Kenyon & Eckhardt, that city, as producer of CBS "Arthur's Place." He also acts as assistant to CLARE OLMSTEAD, manager, in supervision of agency's other programs originating from West Coast.

E. W. REYNOLDS & Co., Toronto has moved from Yardley Bldg., to larger quarters at 145 Yonge St.

RICHARD W. CAVELL, formerly with U. S. Rubber Co. and Detroit Free Press, has joined Brooke, Smith, French & Dorrance, Detroit and New York. He will be in agency's merchandising department, which is being expanded.

Mr. Cavell

RICHARD LUCY has joined San Francisco office of Elliot-Daly Co. as production manager.

THOMAS J. McDERMOTT, former production manager of Donahue & Coe, New York, has joined New York office of Wilson, Haight & Welch in similar capacity.

WAUHILLAU LaHAY, radio publicity director of N. W. Ayer & Son, New York, is in Hollywood for summer, aiding in formulation of fall plans and studying regional picture. JOSEPH STAUFFER, program director for that agency, also is in Hollywood for summer, overseeing production of all West Coast originating programs.

FAY EVANS BIGGS, former copywriter with Kastor, Farrell, Chesley & Clifford, New York, has joined Morse International Inc., that city, as assistant copy chief. Before going to New York, Miss Biggs was publicity director of WPTF Raleigh, N. C.

HELEN McKAY, former writer at J. Walter Thompson Co., New York, has joined copy staff of Buchanan & Co., New York.

WALTER JENSEN, former freelance radio writer, has joined Pat Patrick Co., Glendale, as account executive.

SIDNEY HANDLER, recently discharged from Army, and before that with Gunn-Mears Adv., New York, has joined Byrde, Richard & Pound Adv., New York, as an account executive.

LILLIAN PECHIN BURNSIDE, former freelance radio writer, and previously with J. Walter Thompson Co., New York, has joined Briggs & Varley, New York, as account executive and radio counselor.

OLIAN Adv. Co., St. Louis, June 15 resigned the account of the New Era Shirt Co., St. Louis.

FORD WITT, formerly with production department of McCann-Erickson, Chicago, has joined Tatham-Laird Inc., Chicago, as production manager.

HAROLD HARTEGENSIS, former head of editorial section of Rural Electrification Administration, U. S. Dept. of Agriculture, has joined St. Louis office of Olian Adv. as director of rural marketing activities.

HAL DAVIS, publicity director of Kenyon & Eckhardt, New York, is in Hollywood for two weeks coordinating publicity plans on summer programs originating on West Coast.

RAY CORMIER, account executive of Allied Adv. Agencies, Los Angeles, is in Pacific Northwest for two weeks combined business and vacation trip.

HENRY R. WEBEL, manager of export division of G. M. Basford Co., New York, left June 24 for business trip through Cuba, Mexico and Central America.

GARRY J. CARTER, general director of Frontenac Broadcasting Agency, Toronto, has been named to Board of Trade in Toronto.

E. BRADFORD HENING Adv., Philadelphia, July 1 will be dissolved and its business activities will be assumed by new firm, Alber & Hening Inc. E. BRADFORD HENING will be president of new firm and HOWARD ALBER will be vice president and secretary.

DAVID McMILLAN has been named president of Grant Adv. of Canada, Toronto, and DAVID McMILLAN Jr., has been named executive vice president of that agency.

EDMUND DEUSS, owner of Midland Adv., Chicago office, has been elected general manager and treasurer of Republic Recording and Transcription Co., Chicago. He will remain with Midland agency.

GERTRUDE WILKINSON, former food editor of New York Journal American, has joined Ruthrauff & Ryan, New York, as home economist.

CHARLES WILDS, timebuyer with Ruthrauff & Ryan, New York, June 13 resigned to join N. W. Ayer & Son, New York, in a similar capacity.

DUNCAN JENNINGS, account executive of McNeill & McCleery Adv., Los Angeles, has shifted to Advertising Counselors, Phoenix, in similar capacity.

KENNETH A. PRICE, former account executive of J. Walter Thompson Co., Los Angeles, has joined Glasser-Gailey Inc., that city, in similar capacity.

EARL WILHITE has joined Tullis Co., Hollywood, as account executive.

SKIP HANNAFORD, formerly of Hannaford Agency, Los Angeles, has joined Raisbeck Adv., Hollywood.

JACK RUNYON, Hollywood radio director of Blow Co., shifts to New York for four weeks, to assist in start of weekly NBC "The Big Break," starting July 20, Sun., 10:30-11 p.m. (EDST). Sponsor is Adam Hat Stores Inc., New York.

JULIA JANEWAY BIDNER, former media director of Ted H. Factor Agency, Los Angeles, is the mother of a boy born June 20.

ARTHUR A. BAILEY, vice president and general manager of Ward Wheelock Co., Philadelphia, was in Hollywood last week (week of June 23), conferring with DIANA BOURBON, radio director, on start of new Campbell Soup Co. programs.

HAYS BUSCH, account executive of Klitten & Thomas Adv., Los Angeles, is the father of a girl.

LEX McATEE, production manager of Paul E. Newman Co., Los Angeles agency, effective August 1 shifts to Marston Co., San Diego department store, as advertising director.

FRANK McKIBBIN, formerly assistant to vice president in charge of sales of Ben Hur Products Inc., Los Angeles (coffee, tea, spices), has joined Honig-Cooper Co., that city, as account executive in charge of food accounts.

DOROTHY SIMPSON, production manager of Booker-Cooper Inc., Los Angeles, has resigned for domestic life.

FRANCIS STIFFLER, N. W. Ayer & Son, Philadelphia, account executive for U. S. Army Recruiting Service, and COL. MASON WRIGHT, of U. S. Army Recruiting Service, Washington, D. C., are in Hollywood for three weeks to complete plans for NBC "Front and Center," starting July 6.

RALPH S. SHEPHERD, production manager of Blow Co., San Francisco, has resigned to join executive staff of Bryan-Brandenburgh Co., Los Angeles, engravers and electrotypers.

BURTON E. VAUGHAN, formerly with Alco-Gravure Div. of Publication Corp. and prior to that account executive of Kudner Agency, New York, has joined BBDO San Francisco, in latter capacity.

JACK QUISENBERRY, former advertising manager of Axelson Mfg. Co., Los Angeles, and later with Jordan & LoBuono Adv., that city, has joined Honig-Cooper Co. as account executive.

MALCOLM H. BISSELL Jr., former AP photographer in South America, has joined Charles F. Mallory Agency, San Jose, Calif.

Byrne Becomes Sweetser, Byrne & Harrington Head

E. AUSTIN BYRNE, former executive vice president of Sweetser, Byrne & Harrington Inc., New York, has been elected president of the firm, succeeding G. T. Sweetser. Mr. Sweetser will rejoin Esquire Inc., New York, July 1.

Ruth Harrington becomes first vice president of the S-B-H agency. Edwin A. Roberts, vice president in charge of art, has been elected a director and Winfield D. Davis has been elected vice president in charge of copy. Appointment of Charles Fritzche as general manager of the agency also has been announced.

KFGO Fargo to Take Air In Fall as ABC Station

FARGO N. D.'s second station, KFGO, will take the air in October as an ABC affiliate with 5 kw on 790 kc, according to an announcement last week by Charles G. Burke, general manager.

Operated by the Northern States Broadcasting Co., studios and offices will be located at 421½ N. P. Ave., Fargo. Transmitting and speech equipment will be RCA.

You're in good company on KMPC ★

Albers Milling Co.
Bulova Watch Co.
Firestone Tires
Langendorf Bread
Luer Packing Co.
Milani Foods
J. J. Newberry
Oldsmobile
Pacific Telephone & Telegraph
Pacific Wine Co.
Ralston-Purina
Rexall Drug Co.
Rit Dye
Santa Fe Wines
Swift and Company

KMPC ★

710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

★ People's Choice

25 YEARS taste good to us!

You know, it's *nice* to think back to the time when we were the *only* radio station in the Northwest . . . and then to look at the latest listener surveys and realize that *we're still the favorite around here, by six to one!*

It's like eating one's cake, and having it too!

But we ain't relaxing. We're doing the things now that'll make our Fiftieth Anniversary cake taste even better! Want to know the recipe?

FARGO, N. D. NBC . . 970 KILOCYCLES . . 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

PRODUCTION

DON MARTIN, former ABC producer-director, and prior to that production manager of WFIL Philadelphia, has been appointed program director of WLIB New York, succeeding **CLIFFORD EVANS**. Before joining WFIL in 1937, Mr. Martin was night supervisor of WIP Philadelphia, in charge of special events and announcing.

CARL W. GREENE, former announcer with WNCA Asheville, N. C., and WQAM Miami, Fla., has been named production manager of KSON San Diego, Calif.

FAY CLARK, of WBRY Waterbury, Conn., has been named chairman for the First District (New England) of Assn. of Women Broadcasters.

AL JOLSON will be star of NBC "Kraft Music Hall" program series beginning Oct. 2, Thurs. 9-9:30 p.m., after final broadcast on Sept. 25 of Kraft summer series starring **NELSON EDDY**.

JACK ALEXANDER, formerly of CKWS Kingston, Ont., has joined announcing staff of CJKL Kirkland Lake.

WILLIAM REDDICK, former producer of the "Ford Sunday Evening Hour" program for eight years until its cancellation on June 30, 1946, is the author of a book titled "The Standard Musical Repertoire," to be published this summer by Doubleday & Co., New York.

JIM MOORE, announcer formerly of KSFO San Francisco and KRE Berkeley, Calif., has joined KGO San Francisco. He replaces **HUGH TURNER**, who has resigned to become production manager of KWBR-FM Oakland.

BILL HARRISON, formerly of CKDO Oshawa, has joined announcing staff of CFCH North Bay, Ont.

BILL HALE, formerly with WGAA Cedartown, Ga., has joined announcing staff of WROM Rome, Ga.

JACK HARVEY and **DICK MUNGHAM** of the veterans re-establishment school at Toronto, and **BEVERLY HARRINGTON**, formerly of CKCR Kitchener, Ont., have joined announcing staff of CFOR Orillia, Ont. **EDNA FORMAN** and **JAMES McGARVEY**, new to radio, have joined CFOR continuity department and **FRANCIS KIRTON**, formerly of CKOC Hamilton, has been appointed program director.

FRANK MERRILL, formerly with KROW Oakland, Calif., before entering U. of Calif., has returned to KROW as vacation relief announcer.

ROBERT F. ("Deacon") DOUBLEDAY, director of "RFD Program" on WFBL Syracuse, has been named secretary of New York State Cattle Show to be staged Sept. 9, 10 and 11.

BILL SIMON, staff organist of KVOO Tulsa, and **TAUDIE DALTON**, vocalist for KVOO, were married June 14.

JIM GAYLORD, announcer at WLW Cincinnati, has been transferred to special broadcast services of that station.

GAR SKETCHLEY, formerly with WCHV Charlottesville, Va., has joined production department of WRVA Richmond.

DAN VALENTINE, member of production department of WRVA Richmond, is the father of a girl.

JOHN MOORE, formerly of CFCH North Bay, Ont., has been transferred to production department of CKGB Timmins.

SYL BINKIN, director of radio programs for St. Louis U., has received the British Empire medal and citation for "meritorious achievement in the performance of outstanding services in wartime radio broadcasting."

JOHNNY KERR, former announcer with AFRS, has joined WARD Johnstown, Pa., as part-time announcer, and **WELDON MORRIS**, new to radio, also has joined station's announcing staff. **BOB SEFICK**, m.c. of early morning show at WARD, has resigned.

NAVY DEPT.'S first American Defense Medal is pinned on Tyrrell Krum (l), U. S. N. R. (Ret.), who conducts weekly broadcast on veterans' rights and benefits over 135 NBC stations, by Rear Admiral John E. Gingrich, deputy chief of naval operations and director of U. S. Naval Reserve. Mr. Krum, who attained rank of lieutenant commander in World War II, served as marine private with Sixth Machine Gun Battalion in World War I and as naval intelligence officer in second world conflagration. Medal recognizes Mr. Krum as first Naval Reservist to return to active duty prior to World War II.

BOB SANDERS, formerly of WBNS Columbus, WKST New Castle, Pa., and WMOH Hamilton, Ohio, has joined announcing staff of WSTV Steubenville, Ohio.

LOU PIERCE, with WIP Philadelphia before service in Navy, has returned to WIP as vacation relief announcer.

WENDELL ODLAND, formerly of KFXJ Grand Junction, Colo., and **DICK DODDERIDGE**, formerly of KSAC Manhattan, Kan., have joined announcing staff of KFBI Wichita.

LEO M. FREMONT, former assistant director of sales promotion for MBS Chicago, has been named promotion director of KFEL Denver.

JEAN COLBERT, formerly with WCAU Philadelphia, WTAM Cleveland, and WJZ New York, has joined WTIC Hartford, Conn., as director of women's activities, replacing **BETTY PATTEE**, resigned.

BEN HYMES, with CBS writing staff for the past 13 years, is taking a leave of absence about July 15 to go to Hawaii for six months to a year.

GLENN GARDINER, educational coordinator of KGER Long Beach, Calif., is conducting summer class in "Radio in Education" at U. S. C. Extension

CHARLES HENRY, producer at Young & Rubicam, Hollywood, is on a two months leave of absence.

CLIFF JOHNSON, former announcer of WBBM Chicago, and recently announcer on CBS' West Coast programs, July 5 rejoins WBBM as staff announcer.

FRANK MERRILL has joined KROW Oakland, Calif., as vacation relief announcer.

BYINGTON COLVIG, formerly of guest relations staff of NBC Hollywood, has been appointed continuity acceptance editor of KGO San Francisco, replacing **LORRAINE JENEVEIN**, resigned.

ELKA ROBBINS has joined program department of KGO San Francisco, as production clerk, replacing **SUE SHELDON**, resigned.

JOE GILLESPIE, announcer-newscaster of KPO San Francisco, is the father of a girl.

TED CARR, formerly with WJOB Hammond, Ind. and KMAC San Antonio, Tex., has joined announcing staff of KATL Houston.

DOUG DOUGLAS, chief announcer of KRKD Los Angeles, has been appointed public relations director of station, and **CHARLES A. CLIFTON**, announcer, has been named to succeed him as chief announcer.

MIKE HUNNICUT, former record m.c. of WWDC Washington, has joined WOL Washington, as morning record man, effective July 7. **ART BROWN**, who has been WOL morning man, shifts to WOL afternoon program Monday-Saturday, in addition to two other daily and one three-times weekly music shows.

LLOYD PERRIN, formerly with WIBA Madison, Wis., has joined announcing staff of KOMA Oklahoma City.

MARGERY HAWKINSON, ABC continuity acceptance reader, and **EDWARD RICE**, freelance writer were married June 18 in New York.

KEN KRIPPENE, head writer of transcribed "Strange Wills" series, is the father of a girl.

MRS. JOSEPH FREYDONT, in charge of NBC Hollywood studio assignments, is the mother of a boy.

GENE BAKER, announcer on ABC "Lum & Abner," has adopted a 2½ months old girl.

BILL SHEA is producing CBS "House Party" during eight week vacation of **JOHN GUEDEL**.

HAROLD STOKES, program director of ABC Central Division, and **MARY HARTLINE**, who directs orchestra on ABC "Junior Junction" program, were married June 15.

FRANK BIGNELL, former program director of WIBA Madison, has joined the staffs of WTMJ and WTMJ-FM Milwaukee, as assistant program manager.

GLEN KING, m. c. of "Sunrise Scrapbook" on KLX Oakland, received the first annual award of the Loyal Order of Quiet Risers for his "quiet entertainment" during the early hours.

WALTER ZAHRT, promotion manager of KQW San Francisco, and Marie Rogers were married June 16.

ED LAKE, formerly with KABC San Antonio, has joined announcing staff of WEAR Pensacola, Fla.

BILL GENETT, formerly with WLDS Jacksonville, Ill., has joined announcing staff of KSTT Davenport, Iowa.

CARROLL FREEMAN, with WKY Oklahoma City before service in Marines, has returned to announcing staff of that station.

DAYTIME OUTLETS TURN TO DPA IN CLEAR FIGHT

DAYTIME stations are showing interest in the plan of Daytime Petitioners Assn. to include all such outlets in its membership in an effort to oppose move by clear-channel broadcasters to curtail their operations, according to Howard B. Hayes, WPIK Alexandria, Va., DPA president [CLOSED CIRCUIT, June 16].

Originally the association was formed to obtain fulltime operation for daytime stations operating on Mexican 1A frequencies. It filed a petition asking this change in regulations and also asking that efforts be made by the U. S. at the next NARBA conference to obtain international agreement making these channels available for nighttime use.

With clear-channel outlets seeking reduced hours for daytime stations and reassignment so they will be at least 1200 miles away, move developed at the FCC's daytime skywave hearing to expand the daytime association. In addition, the association is concerned with action of clears in asking the appellate court to enjoin operation of daytimers.

get listenership UP... noise level DOWN with the *DYNAMIC NOISE SUPPRESSOR

TYPE 910-A

Needle scratch, bass rumble and all other surface noises are almost completely eliminated in broadcast musical recordings by the *Dynamic Noise Suppressor . . . and *without* noticeably altering musical quality. The result is a new kind of *realistic* reproduction that is building greater audiences for stations equipped with this device.

The controlling factor is an electronic "gate" circuit that automatically, instantaneously and continuously adapts the amplifier band width of the record player to the musical range being reproduced . . . eliminating both high and low frequency noises.

The *Dynamic Noise Suppressor is the product of more than 15 years of research and testing by its inventor, Hermon Hosmer Scott. It is gaining wide use in both A. M. and F. M. broadcast stations . . . and in radio-phonographs.

Send for descriptive folder and prices today.

* Licensed under Hermon Hosmer Scott patents pending.

ENGINEERING REPRESENTATIVES

Chicago: 1024 Superior Street, Oak Park 37, Illinois. Phone: VILLAGE 9245

Hollywood: 623 Guaranty Building, Hollywood 28, California. Phone: HOllywood 5111

TECHNOLOGY INSTRUMENT CORP.

WALTHAM 54, MASS.

ALLIED ARTS

EDWIN B. HINCK, formerly of transmitter sales department of Allen B. Du Mont Labs., has been appointed sales manager of Industrial Television, Nutley, N. J., maker of remotely controlled video receivers for taverns, clubs, hotels, etc. Mr. Hick's duties will include appointing of dealers, advertising and promotion.

A. EARLE FISHER, former sales manager for Pacific Coast and Southeastern districts of Emerson Radio and Phonograph Corp., has been appointed Southeastern district manager for Westinghouse Home Radio Div. He will maintain headquarters in Atlanta and his territory will include North and South Carolina, Georgia, Florida, Alabama, Louisiana, and parts of Tennessee and Mississippi.

Mr. Fisher

WILLIAM J. SILAG has been appointed radio representative of office of information of New York regional office of War Assets Administration. He formerly was assistant to the radio representative. Mr. Silag will service stations and networks with news of surplus offerings and will cooperate in preparation of documentary scripts for radio presentation.

SMITH DAVIS & Co., New York, has closed its Cleveland office at 2011 Union Commerce Bldg., with new temporary offices now at Waldorf-Astoria Towers, Suite 40-F, New York.

HAROLD WENGLER has rejoined Altec Lansing Corp., New York, as manager of advertising and publicity, succeeding W. W. SIMONS, who has been given a new assignment with firm. Mr. Wengler was first advertising manager for Altec at the time of its inception in 1937.

ROBERT W. CHASE, formerly with Crimson Network at Harvard U., has joined staff of Lowell Institute Cooperative Broadcasting Council, Boston.

J. H. GANZENHUBER, manager of broadcast sales of Western Electric Radio Div., New York, is making extended tour of West Coast visiting Graybar Electric Radio managers, stations and IRE section meetings.

RICHARD MANVILLE, New York advertising research consultant who has pioneered in developing tests of effectiveness of television programs in entertaining and selling their audiences, and Mary Harbord, writer and journalist, have announced their marriage.

JULIE STERN, formerly in professional department of Mayfair Music, New York, has been appointed general professional manager of BMI, New York.

BERGEN-CUNNING Television Productions, Hollywood, will be dissolved effective July 1. EDGAR BERGEN, radio-film star, will specialize in video film. PATRICK M. CUNNING will devote his interests to live programming with headquarters in Riverside, Calif.

MAL BOYD & Assoc., Hollywood, radio-motion picture relations office, has announced plans for foreign radio tieups in eight major markets. First representation arranged is Toronto with others to follow in Mexico City, Rio de Janeiro, Havana, London, Paris, Capetown, Sidney.

SPENCE CALDWELL, manager of program division of All-Canada Radio Facilities, Toronto, and president of Radio Executives Club of Toronto, has been appointed to the board of directors of the Canadian Cancer Society.

HERBERT C. ELWES, former merchandise manager in RCA Theatre Equipment Section, RCA, Camden, N. J., has been appointed manager of commercial sound sales in the RCA Engineering Products Dept.

BENDIX RADIOS, Baltimore, has appointed the F. B. Connelly Co., Seattle, as distributor in the Seattle-Spokane area.

HELEN J. CRABTREE, who has been staff manager-liaison executive for the joint "Stop Accidents" campaign of the Advertising Council and the National Safety Council, has transferred from the Chicago office to the New York office and will continue as staff manager for the public service project.

GEORGE SCHECK, president of Telecast Corp. of America, has become associated with Alber-Dahlman Productions, New York, as co-producer in their television productions.

CRITERION RADIO FEATURE has closed Chicago office at 360 N. Michigan Ave. Reports are that production firm has suspended operations as unit and that its packages are being made available for sale.

DAN HALPIN, RCA Victor Television Receiver sales manager, has been elected to the board of directors of the Notre Dame Alumi Assn.

Chairmen of Committees Named by RMA's Balcom

COMMITTEE chairmen for the ensuing year have been named by Max F. Balcom, Sylvania Electric Products, new president of Radio Manufacturers Assn. Ray C. Cosgrove, Crosley Division, retiring chairman, was named chairman of RMA-NAB Liaison Committee. Larry F. Hardy, Philco Corp., was reappointed chairman of RMA-FMA Liaison Committee. W. R. G. Baker, General Electric Co., was reappointed chairman of Engineering Dept. L. C. F. Horle was reappointed chief engineer.

Other new appointments were: Credit Committee, E. G. Carlson, Croname Inc., chairman, and Traffic Committee, R. C. Colton, RCA-Victor Division, chairman. Reappointed chairmen were: Amateur, Lloyd A. Hammarland, Hammarland Mfg. Co.; Excise Tax, Joseph Gerl, Sonora Radio & Television Co.; Industry Statistics Committee, Frank W. Mansfield, Sylvania Electric Products; Advisory Committee on Legislation, John W. Van Allen; Membership, Thomas A. White, Jensen Mfg. Co.; Purchase Orders, Ben Abrams, Emerson Radio & Phonograph Co.; School Equipment, Lee McCanne, Stromberg-Carlson Co.

Harry Wise

HARRY WISE, chief of the eastern sales division for Hallicrafter Inc., Chicago, radio and communication instrument manufacturers, died on June 11 in the British Hospital at Montevideo, Uruguay. Mr. Wise, who was 46, had been in South America on a business and pleasure tour. He resided in New York and had offices at 1 Fifth Ave. Besides his position with Hallicrafter, Mr. Wise was an export agent for radio equipment and machinery.

D. H. LONG

Announcing
The Appointment
of

D. H. Long
AS MANAGER OF
Radio Station

***WMOB**
Mobile, Alabama

Mr. Long will become Manager of WMOB immediately. He is well known in broadcasting circles, having entered the business in 1929. He has a host of friends throughout the field of broadcasting. He will succeed Archie S. Grinalds, who is entering the lumber business with his father and brother in Macon, Georgia.

*** WMOB IS A NUNN STATION — OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN.**

SPONSORS

WALTER W. RICHARDS, member of executive advertising staff of Coca Cola for last five years, has been appointed to direct advertising merchandising and public relations for Jacob Ruppert Brewing Co., New York.

KENDAL MFG. Co., Lawrence, Mass., has signed with Yankee Network for sponsorship of "Kate Smith Speaks" on WNAC WONS WLLH WSAR WHYN WBRK WEIM, Mon.-Fri. 12-12:15 p.m. Agency: Henry A. Loudon Adv., Boston.

STANDARD BRANDS Inc., New York, has appointed Dancer-Fitzgerald-Sample, New York, to handle advertising for V-8 Vegetable Juice, V-8 Catsup and Saratoga Pork & Beans, effective Sept. 1.

SPECIAL FOODS Co., Chicago (Jay's potato chips and popcorn), has appointed Lieber Adv., Chicago, to handle advertising. Spot announcements will be used.

CHICAGO BEARS, professional football team, has appointed Robert Kahn & Assoc., Chicago to handle advertising. Radio will be used in the fall.

OAKLAND LODGE No. 324, Loyal Order of Moose, Oakland, Calif., has appointed Ad Fried Adv., that city, to handle advertising. Radio will be used.

KAJOL Inc., San Francisco (Gold Leaf Shampoo), has appointed John M. Gallagher Adv., that city, to handle advertising. Spot radio will be used.

FRED G. SCHREIBER, advertising and sales promotion manager of General Electric Appliances Inc., Los Angeles, has resigned.

FLAMINGO Mfg. Co., Hollywood (Flamingo, Sealcote, Zuni nail polish and preparations), recently purchased by **JOSEPH JACOBSON,** from **LOUIS HERZBERG,** has been re-organized. Mr. Jacobson was formerly West Coast regional manager of Toni Co. Firm has appointed Milton Weinberg Adv. Co., Los Angeles, to handle national advertising.

ARIZONA MACHINERY Co., Phoenix (distributors of Caterpillar, John Deere and associated lines of heavy equipment), has appointed Advertising Counselors of Arizona, Phoenix, to handle regional advertising. Radio will be used.

CARNATION Co. has announced plans to erect a $1,500,000 seven story office building in Los Angeles to be ready for occupancy in fall of 1948. Firm will consolidate New York, Milwaukee and Seattle executive administrative operations including advertising departments into one national executive office it was said. Erwin, Wasey & Co., New York agency handling Carnation Co. advertising, will open a Los Angeles office to service that account.

DRACKETT CO., Cincinnati, (Drano and Windex), will sponsor Dorothy Kilgallen featured in program tentatively titled "Voice of Broadway and Hollywood" starting Sept. 18; 10:45-11 a.m. Thurs. on ABC [BROADCASTING, June 23]. Contract for 52 weeks was placed through Young & Rubicam, New York.

FEDERATION OF WATCH Mfg., Switzerland, appoints Foote, Cone & Belding, New York, to handle advertising campaign. Agency has opened office at Macolin, Switzerland and will establish Swiss headquarters at Bienne.

SUPERB GLOVE Co., Johnstown, New York (mfgrs. of gloves), has appointed Dorland Inc., New York, to handle advertising campaign. Media plans are currently being formed.

KENNETH COLLINS, former vice president of Donahue & Coe, New York, has joined Burlington Mills Corp., new York, as vice president in charge of public relations and advertising.

BRISTOL-MYERS Co., New York, June 22 changed format of its Sunday evening video show on NBC television from live to film, the name from "At Home With Tex and Jinx" to "Ringside." Program, aired 8-8:30 p.m., advertises Ipana, is placed by Young & Rubicam, New York.

DURNECK Co., Los Angeles (proprietary), and **DON MARTIN SCHOOL OF RADIO ARTS,** Hollywood, have appointed Robert B. Raisbeck Adv., Hollywood, to place advertising. Radio will be used.

WILSON & Co., Los Angeles (smoked meats, margarine, dog food), has appointed Brisacher, Van Norden & Staff, Los Angeles, to handle West Coast advertising. Radio will be used.

GOLD FURNITURE Co., Los Angeles (retail), has appointed Allied Adv. Agencies, that city, to handle regional advertising. Radio is being used along with other media.

CENTRAL CHEVROLET Co., Los Angeles (used cars) June 16 started for 52 weeks, six weekly, two hour, transcribed "Musical Roundup" on KGER Long Beach. In addition, one month campaign of 100 spot announcements per station starts July 1 on KIEV KXLA KLAC.

TECATE IMPORTERS Inc., Los Angeles (beer), on July 17 starts for 13 weeks, six weekly "Sam Balter, Sports" on KLAC Hollywood. In addition four-week spot announcement campaign started week of June 23 and calls for 52 spots on each of six stations, KTMS KCOY KERN KWG KFBK KMJ. Agency: Jere Bayard & Assoc., Los Angeles.

ALLIED ARTISTS, subsidiary of Monogram Pictures Corp., Hollywood, on July 16 starts eight week spot announcement campaign on KOMA WKY WLW WCKY WAVE WIRE to promote film "Black Gold." Approximately $20,000 is allocated to the radio campaign. Agency: Buchanan & Co., Beverly Hills, Calif.

VENTURA PILOTS PLAN, Ventura, Calif. and **SAN JOSE FLIGHT AGENCY,** San Jose, Calif. (packaged flight instruction), have appointed John Whitehead & Assoc., Los Angeles, to handle advertising. Radio is planned.

SCREEN PLAYS Inc., Hollywood, has appointed Buchanan & Co., Beverly Hills, to handle advertising for seven motion pictures on firm's production lineup. Budget of $275,000 has been allotted to promote the first Ring Lardner film "The Big Town." Radio will be used along with other media.

INTERNATIONAL WORLD TRADE RELATIONS Assn., Los Angeles (business public relations), has appointed Ross, Gardner & White Adv., Los Angeles, to handle public relations. International transcribed broadcasts are planned, with businessmen of various countries speaking on conditions in their locale.

W. H. COMSTOCK Co., Brockville, Ont. (proprietary), has renewed for one year weekly quiz show "Lucky Listenin' " on CFRB Toronto, and plans to expand to a number of other stations in autumn. Agency: Jack Murray Ltd., Toronto.

PROCTER & GAMBLE, Cincinnati, added ten Canada stations effective June 16 to its current spot announcement campaign. The contracts for 52 weeks were placed through Pedlar & Ryan, New York.

O'BRIEN'S of Calif., San Jose, Calif. (candy mfgr.—Nuttie Brittle and Almond Crunch), recently started spot announcement campaign in Pacific Northwest. Stations are KGW KEX KOIN Portland, Ore. and KIRO KVI KJR and KOMO Seattle. Agency: Garfield & Guild, San Francisco.

PROCTER & GAMBLE Co., Cincinnati, Aug. 25 for 52 weeks renews "Mystery of the Week" on CBS, Mon.-Fri., 7-7:15 p.m. Also on that date company will sponsor the program on behalf of Dreft through Dancer-Fitzgerald-Sample, New York. Program is currently being heard on behalf of P & G's Ivory Soap through Compton Adv., New York.

WHBQ Wise oroscopes ring uerents*

MEMPHIS

• WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.

—Memphis advertisers know Memphis media. Buy where they buy.

W. H. BEECUE

*Querents—those who consult Astrologers—sez Webster

• We see a decided up-swing in sales for you the moment you start using WHBQ.

How do we know? We judge the future by the past and what WHBQ has done for others can be done for you. It costs little to learn the Memphis market but every day of delay may cost you sales.

Call RAMBEAU

New York • Chicago • Hollywood

NETWORK ACCOUNTS

New Business

W. P. FULLER & Co., San Francisco (paints, household products), July 28 starts for 52 weeks, newscast on 12 CBS Pacific stations, Mon. thru Sat., 7:55-8 p.m. (PST). Agency: McCann-Erickson, San Francisco.

FISHER FLOURING MILLS, Seattle (flour, cereal products), Sept. 2 starts for 52 weeks, "Kate Smith Speaks" on 42 Don Lee Pacific stations, Tues., Thurs., 9-9:15 a.m. (PST). Agency: Pacific National Adv., Seattle.

LINDSAY RIPE OLIVE Co., Lindsay, Calif. (bottled olives), June 24 started for 13 weeks, "Kate Smith Speaks" on 43 Don Lee Pacific stations, Tues., Thurs., 9-9:15 a.m. (PST). Agency: Brisacher, Van Norden & Staff, Los Angeles.

CANADIAN NATIONAL CARBON Co., Toronto (Eveready batteries), Aug. 23 starts "Les Alouettes Eveready" on 18 French network stations, Sat. 1-1:15 p.m. Agency: Locke Johnson Co., Toronto.

Renewal Accounts

PROCTER & GAMBLE Co., Toronto, June 30 renewed for 52 weeks "Road of Life" (Oxydol) on 17 Trans-Canada stations, Mon.-Fri. 11-11:15 a.m., agency: Dancer - Fitzgerald - Sample, Toronto; "Life Can Be Beautiful" (Ivory Snow) on 22 Trans-Canada stations, Mon.-Fri. 3-3:15 p.m., agency: Benton & Bowles, N. Y.; "Ma Perkins" (Oxydol) on 22 Trans-Canada stations, Mon.-Fri. 3:15-3:30 p.m., agency: Dancer-Fitzgerald - Sample, Toronto; "Pepper Young's Family" (Camay and Chipso) on 22 Trans-Canada network stations, Mon.-Fri. 3:30-3:45 p.m., agency: Pedlar & Ryan, N. Y.; "Right to Happiness" (Ivory Soap, Spic & Span, Oxydol) on 16 Trans-Canada stations, Mon.-Fri. 3:45-4 p.m., agency: Compton Adv., N. Y.

TONI Inc., St. Paul (home permanent wave), July 28 renews for 52 weeks, "Meet the Missus" on 25 CBS Western stations, Fri., 1:45-2 p.m. (PST), but drops Mon. and Wed. sponsorship of program. Agency: Foote, Cone & Belding, Chicago.

PUREX Corp., Los Angeles (liquid bleach), June 22 renewed for 52 weeks, "Sunday Evening Summary," on 45 Don Lee Western stations, Sun., 9:15-9:30 p.m. (PST). Agency: Foote, Cone & Belding, Los Angeles.

HARTZ MOUNTAIN PRODUCTS, Chicago (pet foods), June 29 renewed for 13 weeks, "Canary Pet Show" on 41 Don Lee Pacific stations, Sunday, 11:45 a.m.-12 noon (PST). Agency: George H. Hartman Co., Chicago.

CALIFORNIA PHYSICIANS Service, San Francisco (voluntary medical insurance) June 13 renewed for 52 weeks, "California Caravan" on 20 Don Lee California stations, Fri., 8:45-9 p.m. (PST). Agency: Lockwood-Shackelford Adv., Hollywood.

EIGHT-WEEK summer course in radio will be offered by State College of Washington to non-freshman classes.

"It was easy—WFDF Flint advertised some lawn mowers."

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

CBS President Wants BROADCASTING Quicker

EDITOR, BROADCASTING:

One of the things I meant to raise with you this afternoon—I am now dictating this at 7,000 feet—is the possibility of arranging for the delivery of my subscription to BROADCASTING on a special delivery basis. As you know, some time ago I wrote kidding you about the mail delay. It has gotten worse, not better. Would it be too much trouble for you, if I am willing to pay for it, to have my issue mailed to me at home via special delivery each week?

FRANK STANTON
President, CBS
New York 22, N. Y.

June 20

Editor's Note: Thank you, Dr. Stanton. Your BROADCASTING goes special delivery beginning this week.

* * *

Skinnell Believes BMB Survey Outdated

EDITOR, BROADCASTING:

In reacting to a recent article in BROADCASTING, I heartily concur with Mr. Edgar Kobak, president of the Mutual Broadcasting System, that the BMB survey made in 1946 is largely out of date. In fact, I am inclined to agree with Mr. Fred Fletcher, manager of WRAL in Raleigh, that the postponement of the next survey is arbitrary and contrary to the best interests of the broadcasting industry. I do not believe there was any criticism regarding the next survey at the recent district meeting in Baltimore. Everyone has seemed to take it for granted that the survey would be conducted as planned and general opinion seemed to favor the 1948 survey. I can imagine that many broadcasters were taken by complete surprise and chagrin when they learned that a decision had quietly been made to recommend postponement of the survey.

It has been amply demonstrated to me that the 1946 survey is obsolete. In one instance BMB showed that two high-power stations some distance away had a combined coverage of well over fifty percent in Lebanon. One agency was reluctant to buy WLBR for a client inasmuch as the account was already placed on these two stations. Later a Conlan telephone survey showed that the combined percentage for these two stations has been reduced to 17.6 percent in Lebanon since WLBR went on the air. Significantly, a postcard survey, more nearly comparable to BMB, indicated that the coverage of the two stations had been reduced to 6.5 percent.

This condition can be multiplied many times over with all the new stations springing up all over the country and aggravated no little with the increase in power granted to a number of stations.

JULIAN SKINNELL
Operations Manager
WLBR Lebanon, Pa.

June 21

* * *

Clearing Up Affiliation Is Praised by Rauh

EDITOR, BROADCASTING:

Thanks very much for the correction in this week's BROADCASTING with respect to the affiliation of Mrs. Roosevelt, Porter and Henderson with the ADA rather than with the PCA.

It was good of you to clear up the matter so promptly.

JOSEPH L. RAUH JR.
Attorney
1820 Jefferson Pl., N. W.
Washington 6, D. C.

June 23

Editor's Note: ADA is Americans for Democratic Action, which constitutionally cannot accept Communists as members. PCA is the Progressive Citizens of America. [BROADCASTING, June 23].

WHBC Top Level Hears Own Programs for Day

EDITOR, BROADCASTING:

A newspaper editor can scan through his publication, cover to cover, within a matter of a few hours to learn whether the various columns are being used properly and to good advantage. He can correct errors . . . and determine whether his publication is using too much, or not enough news or features in the various categories he covers.

However, radio presents an entirely different problem. . . . Selecting Tuesday, June 17th as a typical broadcast day, management and department heads of Station WHBC held a "listening post" session from sign on (6:30 a.m.) until sign off (1:00 a.m.) on that day.

Under the supervision of Eugene Carr, director of radio for Brush-Moore Newspapers, Inc., operators of WHBC, the following department heads attended the meeting: Robert C. Fehlman, station manager; Gervis Brady, commercial manager; Julius Glass, promotion manager; Richard Neher, program director; and Martin Alexander, production manager and musical director.

. . . each program was given constructive criticism or praise. . .

The 18½ hour listening stint was made by the executives without interruption . . . breakfast, luncheon and dinner were served on the job. . . . Details of the meeting were not disclosed to any staff or talent personnel, so that the "on the air" check-up was under conditions as near normal as possible. . . .

. . . A meeting is scheduled for June 25th, during which the various points covered will be brought before the entire staff and discussed from a constructive point of view.

JULIUS GLASS
Promotion Manager
WHBC South Canton 2, Ohio.

June 20

* * *

Tolg Will Say: Peachy, Smells, or Don't Know

EDITOR, BROADCASTING:

In the future, when asked to comment on some phase of the radio industry, I think I'll do well to confine my reply to one of these:

(a) I think it's peachy.
(b) I think it smells.
(c) I don't know.

When asked about BMB recently, I made the mistake of going into a ten or fifteen-minute discussion of this rather complex

(Continued on page 60)

NBC AFFILIATE

Hills, McLean & Haskins

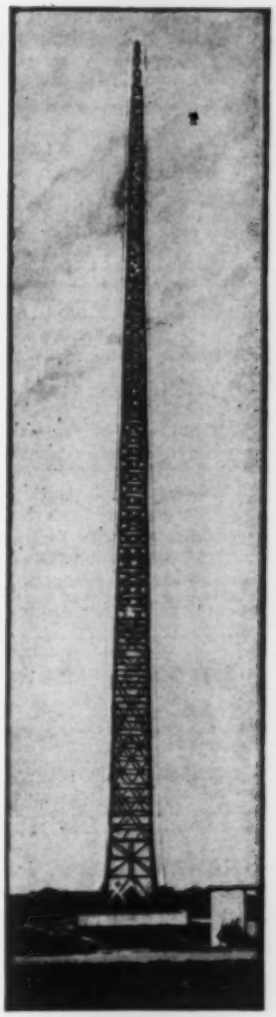
well-known department store of Binghamton and Endicott, has continuously sponsored CITY DESK with George O'Connor, the outstanding local news commentary at 7:45 p.m. since WINR went on the air last August.

When in Rome, Do as the Romans Do . . .
PUT YOUR MONEY ON THE
WINR
BINGHAMTON, N. Y.
HEADLEY-REED, *National Representatives*

Lehigh

Invites Your Inquiries for

AM-FM TV TOWERS



LEHIGH 414 FOOT AM-FM TOWER WSPA SPARTANBURG, S. C.

LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PL.
NEW YORK 4, N. Y.

PLANT AT ALLENTOWN, PENNA.
OFFICES IN PRINCIPAL CITIES

OPEN MIKE—TOLG

(*Continued from page 59*)

subject. When reduced to a couple of paragraphs in BROADCASTING'S recent article on "BMB Acceptance" (June 16), the result is something less than coherent and not an accurate reflection of my views.

1. BMB reports have been helpful.
2. I regret that not all stations have subscribed to BMB. Omissions of these stations sometimes make it difficult accurately to appraise a given market.
3. The 10% BMB figure is useful in figuring potentials for a program on the station, on the basis that if some can hear and do hear, all can hear and may hear if the proper program is broadcast.
4. 10% is also a merchandiseable coverage, in my opinion, for certain advertisers who have a low-priced article of universal use and distribution—chewing gum and cigarettes, for example.
5. 50% and up, however, is a more useful figure in computing effective coverage.
6. Getting into the controversy of one-program - per - week listening versus greater frequency, say, three or five-program-per-week listening, here are my views:

One-program-per-week listening indicates another type of potential. If listeners can hear one program per week, it stands to reason that they are able to hear any number per week if the station provides programs attractive enough to make the listeners want to. This is especially interesting to both timebuyers and program planners.

However, the BMB report of one-program-per-week listening is not valuable to timebuyers in placing announcement schedules. In buying spots for announcements, timebuyers must consider established listening habits, not potential. A report on three-per-week and five-per-week listening would be a valuable addition to BMB service, in my opinion. (Hoopers, where available, would naturally be used in connection with BMB in selecting announcement spots.)

I'll appreciate it if you will see fit to print this as a clarification of my views on BMB.

RUSSELL W. TOLG
Radio Director
BBDO
919 North Michigan Ave.
Chicago 11, Illinois

June 20

NEW TRANSMITTER building now houses the operations of WBTM and WBTM-FM Danville, Va. The FM outlet went on the air on 92.1 mc earlier this month, simultaneously with move to new quarters. Gov. William H. Tuck and other state dignitaries attended dedicatory ceremonies. Licensee firm is Piedmont Broadcasting Corp., with Sanford R. Guyer as general manager.

duPont Entries

ENTRIES for 1947 Alfred I. duPont Radio Awards [BROADCASTING, June 23] and requests for additional information should be sent to W. H. Goodman, Secretary of the Committee of Awards, Alfred I. duPont Radio Awards Foundation, P.O. Box 720, Jacksonville 1, Fla. Shipments by express, however, should be sent to the Secretary of the Committee of Awards in care of the Trust Dept. of the Florida National Bank, Jacksonville, Fla.

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Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
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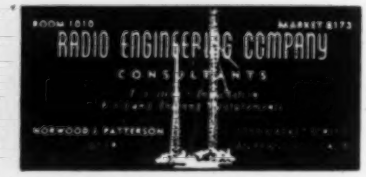
District 2292



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* VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 13,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities. Write or wire . . .
BROADCASTING

NEWS

CHANNING GUFFEY, formerly with KGNO Dodge City, Kan., and previously with newspaper in Woodward, Okla., has joined WKY Oklahoma City, as reporter and newscaster.

JACK SWENSON, newsman at WDAY Fargo, N. D., has been named news editor, replacing JIM BACCUS, who has resigned to work in public relations at North Dakota Agricultural College. DUANE LUND has joined WDAY news room and PAUL EBERT, formerly in station's publicity department, has transferred to news room. ROY PEDERSEN, formerly in WDAY continuity department, has replaced Mr. Ebert in publicity.

PAUL COBURN, former sports director at KEIO Pocatello, Idaho, has joined KALL Salt Lake City.

GODFREY HUDSON, news editor at CFQC Saskatoon, Sask., has been granted a leave of absence to attend Medill School of Journalism, Chicago.

CHARLES V. AMMONS and JAMES J. CRAREN have joined news staff of KOIL Omaha. They have been assigned to preparation of newscasts.

C. W. JACKSON, former extension radio editor for Texas A. & M. College, College Station, Tex., joined KCMO Kansas City, as director of agriculture.

JOE CAVANAUGH, sports announcer at WARD Johnstown, Pa., is the father of a boy.

MILT MARX, former sports editor of KRMO Shreveport, La., is now sports commentator for WOWO Fort Wayne.

DAVE GRIFFITHS, sports commentator, is returning to the air after an absence of several years with a Mon.-Fri. 6:15-6:30 p.m. sports program on WARM Scranton.

PAUL KRAKOWSKY has joined news room of WHAM Rochester, for summer.

Transit Strike

AL BLAND, special events announcer for KMOX St. Louis, has sat through all conferences, in the office of Mayor Aloys P. Kaufmann, on arbitration efforts to end the transit strike. During Mr. Bland's vigils—frequently of 10 to 12 hours duration—he has interrupted programs at any time developments warranted. KMOX has interrupted commercial programs as long as 15 minutes to broadcast statements by the Mayor and public service company and union representatives, but, according to policy, has not granted broadcast time to either side alone.

Excess Insurance
Covering
LIBEL and SLANDER
We pioneered this field and now serve Newspapers and Broadcasters nationwide. Have your Insurance Broker write us for full details and quotations.
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

Master Antenna for Video Reception In Apartment Buildings Demonstrated

FIRST MASTER antenna for television reception in multiple-family buildings to go on the market, the Intra-video system, has been demonstrated by its maker, Telicon Corp., to architects, real estate executives, television engineers, video set manufacturers and distributors and the press. Through a model system installed at 851 Madison Ave., New York, where the Telicon headquarters are located, programs of the three New York video stations were received on nine receivers of various makes without interference.

System, developed by Dr. H. E. Kallman, comprises an individual antenna for each video station in the area plus another antenna for FM reception. Signals from these antennas are fed into a central amplifier and thence into the individual apartments, where each set-owner can tune to any of the video stations. No installations in apartment buildings have been made as yet, company officials said, but are expected to be in the near future. They reported a great deal of interest on the part of building management companies.

Installation costs for large apartment buildings will run from $45 to $100 an outlet, Telicon estimated, depending on the amount of conduit to be installed. Where conduits already in the building can be used for the intra-video cables the installation costs will be lower than where new conduits must be put in.

All standard video sets can be hooked into the master system without alteration, it was said. RCA, Philco, Du Mont, General Electric, Telicon, Stewart-Warner, Viewtone, Rembrandt and U. S. Television receivers were used in the demonstration.

Comments on Cost

Sol Sagall, Telicon president, pointed out that the cost per set for intra-video installation is no more than that of an independent antenna installation. Furthermore, he said, intra-video "insures reception free from 'ghosts' and from the inter-action which an individual

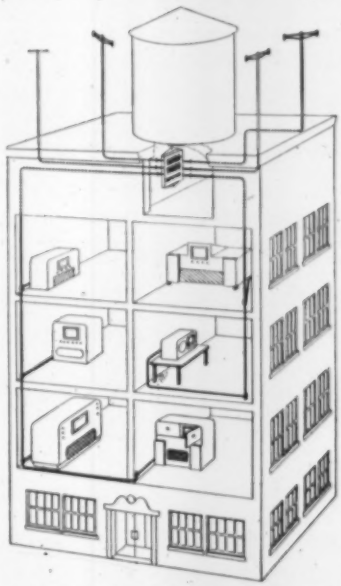


Illustration of Master Antenna

antenna can rarely obtain in an apartment house. At the same time intra-video master antennas meet all the requirements of apartment owners."

Weil Named as Manager Of WLAQ Rome, Georgia

EUGENE P. WEIL, formerly with sales departments of WSGN and WTNB Birmingham, Ala., has been named general manager of WLAQ, new 1 kw daytime outlet in Rome, Ga., effective June 9.

Other staff members include George Eubanks, formerly with WRGA Rome, program and production manager; Charles Doss and Lee Mowry, announcers; Dan Scott, chief engineer; George Rice Jr. and Bob Hanson, sales dept., and Carolyn Smith Lynch, music director and traffic manager. Station is represented by Joseph H. McGillvra.

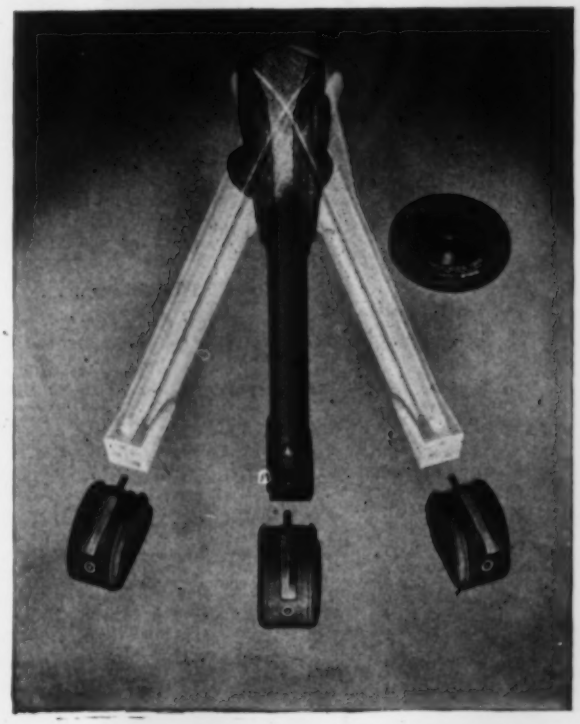
WBKB OPPOSES SHIFT OF TELEVISION BAND

CAPT. William C. Eddy, director of WBKB, Chicago's lone television station, said last week that the Balaban & Katz station is well satisfied with operation in the present broadcast band and that "any attack on frequencies is an attack on the investment already made by thousands of receiver owners."

He made reference to E. F. McDonald's letter to Charles R. Denny, FCC chairman, [BROADCASTING, June 23] in which the president of Zenith Radio Corp. called for the abandonment of present television allocations, which he proposed be moved above 500 megacycles to secure "reasonable insurance against interference" and forestall early obsolescence of sets in the interest of television-minded consumers.

Expressing the hope that stumbling blocks and difficulties in television may some day be completely resolved, Capt. Eddy commented: "Yesterday it was said that television was so expensive its economic problems could never be solved. Today, when actual operation disproves that contention, the public is told that our frequencies are no good. From our point of view, there's nothing wrong with television that can't be cured by the practical experience."

Capt. Eddy concluded by saying that what Chicago needs most "is several additional stations to provide a more varied program fare. There is ample room for them in the present spectrum."



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with INTERCHANGEABLE HEADS

Universal . . . Lateral Only . . . Vertical Only

AVAILABLE IMMEDIATELY

All three types are interchangeable with only one Model A-16 ARM and new Model EL-2 EQUALIZER. Each head can be removed and replaced quickly by simple plug connection.

Reproducer arm is of die-cast aluminum; sturdily built. Swings by means of unique friction-free bearings that minimize side-of-groove wear, and requires no oiling, cleaning nor adjusting. Convenient finger lift prevents slipping.

Model EL-2 Equalizer is effective with all three of the PARA-FLUX heads. All possess the same impedance matching to the Equalizer. High output level affords an important advantage in broadcasting as to value of signal level to background noise.

Each head is fitted with a selected, hard African diamond stylus, polished and finished to tolerance of 1/10,000 of an inch. Hairline indicator on head plus precision stylus construction make accurate cuing possible. Allows "back-tracking" without damage to record or reproducer.

Available through Authorized Jobbers

Bulletin PR2, yours for the asking

RADIO-MUSIC CORPORATION

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FOR AMPLIFIERS...

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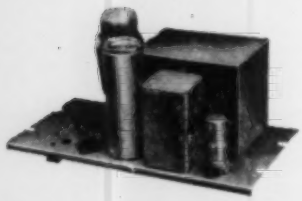
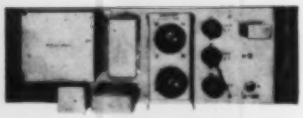
Western Electric



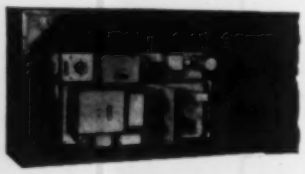
18 TYPE RECTIFIERS

Supply plate and filament power to speech input and sound system amplifiers. Tapped transformer permits selection of plate supply voltage and adjustment for primary voltage. Compact, efficient and rugged. 18A is for plate mounting, 18B for rack or cabinet mounting.



20B RECTIFIER

For use with equipment requiring superior voltage regulation. A rapid vacuum tube voltage regulating circuit practically eliminates coupling between amplifiers due to common plate supply, making the 20B especially useful where several amplifiers are powered from the same source. For rack or cabinet mounting.



12A POWER UNIT

Complete, compact unit consists of an 18B Rectifier and a 20B Rectifier in a cabinet for wall mounting. Developed by Bell Laboratories as the power supply for Western Electric 25B Speech Input Equipment, it is useful for other similar applications.

For full details on these power units, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

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OFFICES IN 92 PRINCIPAL CITIES

—QUALITY COUNTS—

ACTIONS OF THE FCC

JUNE 20 TO JUNE 26

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-condition(s)
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

June 20 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

Transfer, Assignment

WJBK and WJBK FM Detroit, Mich., and WHIZ and FM (CG) Zanesville, Ohio—Granted petition for reconsideration and grant of applications for transfer of control of WJBK and CP for WJBK-FM; also application for assignment of license of WHIZ and conditional grant for FM station. WJBK transfer involves sale of three classes of stock from three stockholders of James F. Hopkins Inc. to Fort Industry Co., controlled by George B. Storer, for $698,285.14. Application of WHIZ involves assignment of license from Southwestern Ohio Bcstrs. Inc. (Storer interests) to Southeastern Ohio Bcstg. System Inc., new corporation for $272,500.

Chicago FM

Announced adoption of order making final decision in Chicago FM cases, granting CPs for 10 Class B FM stations. Comr. Clifford J. Durr voted to deny applications of Drovers Journal Pub. Co., National Bcstg. Co. and Radio Station WGES for reasons set forth in his dissent to proposed decision. See story BROADCASTING, June 23.

BY COMMISSION EN BANC

FM Conditional Grants

Continental Bcstg. Co., Atlantic, Iowa—Authorized conditional grant for Class B FM station, subject to further review and approval of engineering details.

Evangeline Bcstg. Co. Inc., Lafayette, La.—Same.

Western Carolina Radio Corp., Shelby, N. C.—Authorized conditional grant for Class B FM station, subject to further review and approval of engineering details, and allocated Channel 241 to Shelby.

Supplements Adopted

Adopted supplement to proposed decision in New York FM proceeding, specifying frequency and channel assignments to proposed grantees. Same for Bridgeport-Danbury, Conn., proceeding, and Philadelphia FM proceeding. See story BROADCASTING, June 23.

Request to Vacate

Mayflower Bcstg. Co. Inc., Huntington, W. Va.—Granted applicant's request to vacate CP authorized for new Class A FM station "due to a change in the plans of the company."

Exp. TV Relays

Philco Television Bcstg. Corp.—Granted CPs to change frequencies, emissions, trans. locations and ant. systems of following five exp. TV relay stations: W1OXP W1OXPB W1OXPC W3XPL W3XPF, to 1340-1360 mc and 1400-1420 mc (subject to change in accordance with proceedings in Docket 6651); Emissions: A5, A3 and special for FM; locations: Philadelphia and New York, to provide two-way microwave radio link system between New York and Philadelphia for purpose of experimenting with multiple hop television inter-city relay system. It is planned to relay programs from WNBT New York to WPTZ in Wyndmoore, near Philadelphia, with repeater at Mount Rose, N. J. It is also planned to do same from studios of WPTZ in Philadelphia to WPTZ trans. and then to New York with repeater stop at Mount Rose again. Provisions also are being made to connect with other circuits such as one to WRGB Schenectady.

General Electric Co.—Granted authority to retain Class I exp. license for stations W2XCH W2XIE W2XNR W2XNS for equipment design and testing purposes; issued exp. TV license for stations employing same equipment to operate in accordance with 4.101(b).

Rule Waived

Ordered that requirements of Sec. 3.661 (a) of Commission's Rules be waived until Sept. 30. Rule concerns TV station operating hours.

BY THE COMMISSION

FM Frequency Assignments

Announced frequency assignments for new FM stations granted CPs June 11-12. Assignments are made under FM rules and standards, as amended June 12, and under revised tentative allocation plan for FM stations adopted June 12. Operation prior to March 1, 1948 on certain channel assignments will be contingent on clearance of image frequency interference in present aeronautical navigational aid receivers. See story BROADCASTING, June 23.

BY COMMISSIONER DURR

I&E Bcstg. Co., Dayton, Ohio—Granted petition for extension of time within which to file exceptions to proposed decision and time was extended to and including July 2.

Metropolitan Houston Bcstg. Co., Houston, Tex.—Granted petition for leave to amend its application to add names of H. J. Griffith, Frank M. Dowd and Joe H. Torbett as partners.

Pryor Dillard, Raymondville, Tex.—Granted petition to accept late appearance of petitioner in re application.

WPEN Philadelphia—Granted petition for leave to intervene in hearing on application of WAAF.

Monterey Bay Bcstg. Co., Santa Cruz, Calif.—Granted petition for leave to intervene in hearing on application of KORE.

WRIB Providence, R. I.—Granted petition to accept late appearance in re its application for mod. CP.

KFSD San Diego, Calif.—Granted petition for leave to intervene in hearing on applications of KWRZ and Coconino Bcstg. Co.

Marathon Bcstg. Co., Wausau, Wis.—Granted petition to dismiss without prejudice its application.

Holland Bcstg. Co., Holland, Mich.—Granted petition for leave to amend application to add to application an engineering report re field intensity measurements.

KBPS Portland, Ore.—Granted petition to accept late appearance in re application.

WIS Columbia, S. C.—Dismissed petition directed against Commission's action of Feb. 22, granting without hearing application of Beaumont Bcstg. Corp.

Keystone Bcstg. Corp., Harrisburg, Pa., et al.—Granted joint petition in part, for continuance of consolidated hearing on FM applications presently scheduled June 23, and continued same to July 7.

Lycoming County Bcstg. Co., Williamsport, Pa.—Granted petition for extension of time within which exceptions may be filed to proposed decision, and extended time to July 3.

WEVD New York—Granted petition requesting Commission to accept supplemental exceptions and memorandum brief filed June 6, in re its FM application.

BY COMMISSIONER HYDE

United Bcstg. Co., Ogden, Utah, et al.—Commission on its own motion, continued further hearing presently scheduled for June 23, to July 28.

June 20 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WTVW Washington—Mod. CP as mod. which authorized new commercial TV station for extension of completion date.

AM—860 kc

Radio Atlanta Inc., Atlanta, Ga.—CP new standard station 680 kc 1 kw D. AMENDED to change frequency from 680 to 860 kc.

AM—1270 kc

Radio Calumet Inc., Gary, Ind.—CP new standard station 1270 kc 500 w D.

CP—Aux. Trans.

WHDH Boston—CP install aux. trans. on 850 kc 1 kw.

TV—174-180 mc

The Yankee Network Inc., Boston—CP new commercial TV station on Channel 7, 174-180 mc 5 kw vis. 2.5 kw aur.

Modification of CP

WRTB Waltham, Mass.—Mod. CP as mod. which authorized new commercial TV station, for extension of commencement and completion dates.

FM—Unassigned

The Bethesda Free Church of Minneapolis—CP new FM (Class B) station on frequency to be assigned by FCC with ERP 2278 w.

Modification of CP

KROC-FM Rochester, Minn.—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WLBT Liberty, N. Y.—Mod. CP as mod. which authorized new standard station to make changes in vertical ant. and to change trans. and studio locations. AMENDED to change trans. location and make changes in ground system.

AM—1230 kc

Hanna Bcstg. Co., Utica, N. Y.—CP new standard station 1230 kc 250 w unl.

AM—740 kc

George M. Hughes, Florence, S. C.—CP new standard station 840 kc 1 kw D. AMENDED to change frequency from 840 to 740 kc.

TENDERED FOR FILING

AM—590 kc

KFXM San Bernardino, Calif.—Mod. CP for changes in DA-D using 1 kw unl. and DA-DN on 590 kc

AM—730 kc

Morehouse Bcstg. Co., Bastrop, La.—CP new standard station 730 kc 250 w D.

AM—990 kc

WJMR New Orleans—CP change hours from D to unl. using 250 w 990 kc.

AM—1520 kc

Floral City Bcstg. Co., Monroe, Mich.—CP new standard station 1520 kc 250 w D.

Assignment of License

WCJU Columbia, Miss.—Consent to assignment of license to Lester Williams.

KVOC Casper, Wyo.—Consent to assignment of license to KVOC Bcstg. Co.

June 23 Decisions . . .

DOCKET CASE ACTION

AM—1230 kc

Announced final decision granting application of Allentown Bcstg. Corp. for new station in Allentown, Pa. 1230 kc 250 w unl.; cond. At same time Commission denied mutually exclusive applications of Easton Pub. Co. for new station at Easton, Pa., Steel City Bcstg. Co. of Bethlehem, Pa. Inc. for new station at Allentown, Pa., both requesting 1230 kc 250 w unl., and application of Associated

(Continued on page 64)

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FCC Actions

(Continued from page 62)

Decisions Cont.:

Bcstrs. Inc. to change frequency of WEST Easton, Pa., from 1400 kc to 1230 kc, operating 250 w unl.

BY A BOARD

AM—1230 kc

WTBC Tuscaloosa, Ala.—Granted CP to change frequency from 1450 to 1230 kc also install new vertical ant. to support FM ant.; engineering cond.

AM—1240 kc

Bryan Bcstg. Co., Bryan, Tex.—Adopted order granting application for new station 1240 kc 250 w unl.

Petitions Granted

C. Thomas Patton, Oakland, and Pittsburg Bcstg. Co., Pittsburg, Calif.—Granted petitions insofar as each requests severance of applications from consolidated proceeding; insofar as petitions requests immediate grants of respective applications, they are denied. Further ordered that records be reopened and that each application be designated for further separate hearing at times and places to be set by subsequent order of Commission.

SSA—1590 kc

KSJO San Jose, Calif.—Denied application for special service authorization to operate N with 250 w on 1590 kc.

Modification of CP

KGVN Grass Valley, Calif.—Granted CP to increase power from 100 w to 250 w, for approval of trans. location and ant. system and for change in trans. equipment.

Modification of CP

WIBS Santurce, P. R.—Granted mod. CP for approval of DA.

AM—710 kc

WGBS Miami, Fla.—Granted CP to increase power from 10 kw to 50 kw-D 10 kw-N DA-DN; change DA-N and change trans. site; cond.

Hearing Designated

William Courtney Evans, Dover, Del.—Designated for hearing application for new station 1490 kc 250 w unl. and ordered that WBAB Atlantic City and WTOP Washington be made parties to proceeding.

The Naugatuck Valley Bcstg. Corp., Ansonia, Conn.—Designated for hearing application for new station 690 kc 1 kw D and ordered that WOR and WNBC New York be made parties to proceeding.

Howdy Folks Bcstrs., Tulsa, Donald W. Reynolds, Okmulgee, and Muskogee Broadway Bcstg. Co., Muskogee, Okla.—Designated for consolidated hearing the three applications each seeking new stations 1340 kc 250 w unl. in respective cities.

Pellegrin & Smeby, Detroit—Designated for hearing application for new station 1460 kc 500 w D; and ordered that station WJBK be made party to proceeding.

Radio Courier Inc., East Liverpool, Ohio—Designated for hearing application for new station 1490 kc 250 w unl. in consolidated proceeding with applications of Western Pennsylvania Bcstg. Corp., East Liverpool Bcstg. Co. and United Bcstg. Corp.

BY COMMISSION EN BANC

Hearing Designated

Hector Reichard, Aguadilla, P. R.—Designated for hearing application for new station 1240 kc 250 w unl. to be consolidated in hearing on applications of Jerama Fer Radio Corp. and Caguas Radio Bcstg. Co. for new stations at Caguas, P. R., 1240 kc and 1230 kc respectively.

AM—1240 kc

Cambridge Co., Cambridge, Md.—Granted CP new station 1240 kc 100 w unl.

Requests Denied

Tytex Bcstg. Co. and Tyler Bcstg. Co., Tyler, Tex.—Denied requests for waiver of hearing without prejudice to requests if both applicants amend respective applications re joint exhibit supplying information relative to extent of interference with Eastland proposal.

License Extension

W6XAO and W6XDU Los Angeles—Directed that licenses for TV stations be extended on temp. basis to Oct. 1 pending final action in dockets 7398, 7399, 7615, 7616, 7680.

License Renewal

WMNE and WGTR Boston—Granted license renewal FM stations for period ending July 1, 1948. Comr. Clifford J. Durr for further inquiry.

WBRL Baton Rouge, La.—Granted license renewal FM station for period ending May 1, 1948.

WJHL Johnson City, Tenn.—Granted license renewal AM station for period ending May 1, 1950.

WJBO Baton Rouge, La.—Same.

License Extension

Directed that licenses for following AM stations be extended on temp. basis to Oct. 1 pending final determination upon applications for license renewal: WKPA WEDC KARK KFJZ WAIT KWBC WDEL WFLA WRC WTTM WFNS KXOX WNOE KOB WTEL WOV (and aux.) WKBW WABY. Directed that licenses for following FM stations be extended on temp. basis to Oct. 1 pending consideration of information requested under Sec. 308 (b) of the Act: WFMN WMIT WSM-FM.

WNYC-FM New York—License for operation of station extended upon temp. basis to Oct. 1; renewal application not filed within time required by Rule 1.320.

KHJ-FM Los Angeles—Licenses extended on temp. basis to Oct. 1 pending final action in dockets 7398, 7399, 7615, 7616, 7680.

Directed that licenses for following developmental stations be extended on temp. basis to Oct. 1 pending further engineering study: W1XVJ W2XEO W9XMB W9XJN W9XLA W4XGG.

June 23 Applications . . .

ACCEPTED FOR FILING

License for CP

WGAD Gadsden, Ala.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KVRC Arkadelphia, Ark.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

License for CP

KWSD Mt. Shasta, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

San Diego, Calif.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

FM—99.9 or 93.7 mc

Ruth W. Finley, Santa Rosa, Calif.—CP new FM station (Class B) on Channel 260 or 229 (99.9 or 93.7 mc) ERP 7.3 kw.

License for CP

KSWI Council Bluffs, Iowa—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WOTW Nashua, N. H.—Mod. CP which authorized new standard station, to change type trans., to make changes in vertical ant. and to specify studio location.

Modification of License

WHOM Jersey City, N. J.—Mod. license to change main studio location to 29 W. 57th St., New York. Also mod. CP which authorized increase in power, install new trans. and DA-DN and change in trans. location, to change trans. location.

License for CP

KOMA Oklahoma City—License to cover CP, as mod., which authorized increase in power, install new trans. and DA-N and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WWSW Pittsburgh—Mod. CP which authorized change in frequency, increase power, install new trans. and DA and change in trans. location, for approval of DA-DN, to change type trans. and change trans. location. AMENDED to make changes in DA.

WIBK Knoxville, Tenn.—Mod CP, as mod., which authorized new standard station, to change type trans., to make changes in vertical ant. and change name of applicant from Independent Bcstg. Corp. to Independent Bcstg. Co.

AM—1420 kc

Fannin County Bcstg. Co., Bonham, Tex.—CP new standard station 1420 kc 250 w D. AMENDED to change power from 250 w to 1 kw and change type trans.

License for CP

KGKL San Angelo, Tex.—License to cover CP, as mod., which authorized change in frequency, increase power, install new trans. and DA-N, change trans. and authority to determine operating power by direct measurement of ant. power.

WWOD Lynchburg, Va.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Denny Park Lutheran Church of Seattle, Wash.—CP for new FM station (Class B) on frequency to be assigned by FCC, ERP 1.6 kw.

License for CP

WJLS Beckley, W. Va.—License to cover CP, as mod., which authorized increase power, new trans., DA-N and change trans. site and authority to determine operating power by direct measurement of ant. power.

License Renewal

WARM Scranton, Pa.—License renewal.

KELD El Dorado, Ark.—Same.

CP DELETED

Bendix Aviation Corp., Bendix Radio Division, Towson, Md.—CP new exp. TV station W3XBS on 600-620 mc 100 w vis. 100 w aur., emission vis. special, aur. FM special and unl., DELETED June 20.

TENDERED FOR FILING

AM—980 kc

WKLF Clanton, Ala.—Mod. CP, as mod., for change in frequency from 760 kc to 980 kc and increase power from 500 w to 1 kw.

Assignment of License

KKIN Visalia, Calif.—Voluntary assignment of license from D. O. Kinnie to KKIN Inc.

June 24 Decisions . . .

DOCKET CASE ACTION
(By the Commission)

Boston FM

Announced final decision granting seven Class B FM stations in Boston area. Denied application of The Northern Corp. Raytheon Mfg. Co. withdrew its application. See story this issue.

BY THE COMMISSION

Petition Granted

The Berkshire Bcstg. Corp., Danbury, Conn.—Granted petition and supplemental petition for leave to amend application to specify 800 kc instead of 1490 kc 250 w D and remove application as amended from hearing docket. Commission ordered said application as amended removed from docket and granted same for new station 800 kc 250 w D subject to cond. that applicant within 60 days from date file application for mod. CP specifying trans. site and ant. system meeting requirements of Standards, and subject to whatever interference may be received if application of either Camden Bcstg. Co. or Independence Co. (WHAT) for 800 kc 1 kw D at Camden and Philadelphia, respectively, be granted.

(Continued on page 66)

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FCC Actions

(*Continued from page 64*)

Decisions Cont.:

BY THE SECRETARY

WEAW Evanston, Ill.—Granted mod. CP for extension of completion date to 10-24-47.

WJBC Bloomington, Ill.—Same to 12-14-47.

WJR-FM Detroit, Mich.—Same to 12-18-47.

WFMO Jersey City, N. J.—Same to 10-13-47.

WKPT-FM Kingsport, Tenn.—Same to 10-19-47.

WEW-FM St. Louis—Same to 8-13-47.

WAZV Brockton, Mass.—Same to 11-20-47.

W2XNJ Clifton, N. J.—Granted mod. CP for extension of commencement and completion dates to 12-15-47 and 6-15-48.

WKOK-FM Sunbury, Pa.—Granted mod. CP to change commencement and completion dates to 4-8-47 and 10-8-47, respectively.

KGBS-FM Harlingen, Tex.—Granted mod. CP for extension of completion date to 9-16-47.

WBRL Baton Rouge, La.—Same to 1-19-48.

WHRC-FM Greenville, S. C.—Same to 9-12-47.

KAGH Pasadena, Calif.—Same to 9-18-47.

WALA-FM Mobile, Ala.—Same to 9-18-47.

WKJF Pittsburgh—Same to 10-28-47.

WHDH Boston—Granted CP install aux. trans. on 850 kc 1 kw.

KRVM Eugene, Ore.—Granted mod. CP to change type trans. and make changes in ant. system in noncommercial educational station.

WFUV New York—Granted mod. CP for extension of completion date to 7-17-47.

WMOH Hamilton, Ohio—Granted CP install new vertical ant.

WCRO Johnstown, Pa.—Granted mod. CP for approval of ant., approval of trans. location and of studio.

WCAR Pontiac, Mich.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

KRKN Fort Smith, Ark.—Granted license for new station 1230 kc 250 w unl.

WMCK McKeesport, Pa.—Granted license for new station 1360 kc 1 kw DA-N unl. and to specify studio location.

WDIG Dothan, Ala.—Granted license for new station 1450 kc 250 w unl.

Balaban & Katz Corp., Portable-Mobile, area of Chicago—Granted license for W9XBB for new vis. trans., change in frequency, power, emission and ant. system.

WCAX Burlington, Vt.—Granted mod. CP for extension of completion date to 180 days after grant and change in trans.

WTHI Terre Haute, Ind.—Granted mod. CP for extension of completion date to 10-5-47.

WJOB Hammond, Ind.—Granted CP install old main trans. at present location of main trans. to be used for aux. purposes, 250 w.

WSFA Montgomery, Ala.—Granted mod. CP for extension of completion date to 7-15-47.

WHAM Rochester, N. Y.—Granted mod. CP for extension of completion date to 10-18-47.

KBOA Kennet, Mo.—Granted mod. CP to change type trans.

John H. Stenger Jr., area of Wilkes-Barre, Pa.—Granted authority to operate mod. Bendix trans. for purpose of relaying programs originating at Boy Scout Camp to WBAX for period June 20 to Aug. 3.

KSD-FM St. Louis—Granted mod. CP for extension of completion date to 9-16-47.

WSYR-FM Syracuse, N. Y.—Same to 9-5-47.

WLVA-FM Lynchburg, Va.—Same to 8-17-47.

KWGD St. Louis—Same to 1-5-48.

KJBS-FM San Francisco—Same to 1-1-48.

WPLH-FM Huntington, W. Va.—Same to 11-1-47.

KSTP-FM St. Paul, Minn.—Granted mod. CP for extension of commencement and completion dates to 6-2-47 and 1-2-48.

WRLC-FM Toccoa, Ga.—Granted mod. CP for extension of completion date to 9-2-47.

KVEC-FM San Luis Obispo, Calif.—Same to 10-7-47.

WTVR Richmond, Va.—Same to 1-16-48.

KSTP-TV St. Paul, Minn.—Granted mod. CP for extension of commencement and completion dates to 7-16-47 and 1-16-48.

WRAK-FM Williamsport, Pa.—Same to 6-30-47 and 12-30-47.

WCTW New Castle, Ind.—Same to 1-3-47 and 9-3-47.

WKJG-FM Ft. Wayne, Ind.—Granted mod. CP for extension of completion date to 9-30-47.

KESO-FM Nr. Durant, Okla.—Same to 8-27-47.

WFMD-FM Frederick, Md.—Same to 8-16-47.

WCOY Harrisburg, Pa.—Granted mod. CP for extension of commencement and completion dates to 7-1-47 and 12-1-47.

WABD New York—Granted mod. CP for extension of completion date to 180 days after grant.

WTNC Thomasville, N. C.—Granted mod. CP for approval of ant. and trans. site, and to specify studio location.

KASH Eugene, Ore.—Granted mod. CP to change studio location and type trans.

KSTV Stephenville, Tex.—Granted mod. CP to make changes in vertical ant. and change trans. and studio locations.

June 24 Applications . . .

ACCEPTED FOR FILING

AM—1490 kc

WHBS Huntsville, Ala.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KOOL Phoenix, Ariz.—License to cover CP which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

KGFN Grass Valley, Calif.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KITO San Bernardino, Calif.—Mod. CP, as mod., which authorized new standard station, to change type trans. and for extension of completion date.

WSWN Belle Glade, Fla.—Mod. CP which authorized new standard station, to change trans. location and to specify studio location.

License for CP

WBAT Marion, Ind.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WLAM Lewiston, Me.—Mod. CP which authorized new standard station, to change type trans., to make changes in ground system, and to specify studio location.

WHDF Houghton, Mich.—Mod. CP which authorized installation of new vertical ant. and change in trans. and studio location, for approval of ant. and trans. location and to specify studio location.

License for CP

WMID Atlantic City, N. J.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Newark Bcstg. Corp., Newark, N. J.—CP new FM station (Class A) on frequency to be assigned by FCC and ERP 970 w.

Modification of CP

WNDR-FM Syracuse, N. Y.—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

WWNC Asheville, N. C.—License to cover CP, as mod., which authorized installation of DA-N, increase power, install new trans. and move trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WAIR-FM Winston-Salem, N. C.—Mod. CP which authorized new FM station, for extension of completion date.

License for CP

Scripps-Howard Radio Inc., area of Cleveland—Licenses to cover two CPs which authorized new experimental TV relay stations.

Modification of CP

WJEL Springfield, Ohio—Mod. CP which authorized new standard station, to specify 500 w, change type trans., make changes in vertical ant. and mount FM ant. on top of AM tower.

WESA Charleroi, Pa.—Mod. CP which authorized new standard station, for approval of ant., trans. and studio locations.

WCED-FM DuBois, Pa.—Mod. CP which authorized new FM station, to change frequency to Channel 271, 102.1 mc, type trans., ERP to 9.5 kw; make changes in ant. system and make change in commencement and completion dates.

Remote Pickup

John H. Stenger Jr., area of Wilkes-Barre, Pa.—CPs two new remote pickup stations on 152.75 mc 10 w emission A3 and hours in accordance with Sec. 4.403.

Modification of CP

WLSC Lancaster, S. C.—Mod. CP, as mod., which authorized new FM station, for extension of commencement and completion dates.

KREL Goose Creek, Tex.—Mod. CP which authorized new standard station, to change type trans., to make changes in DA and to specify studio location.

Remote Pickups

Texas Star Bcstg. Co., area of Harris and Houston Counties, Tex.—CP new remote pickup station 25.28 mc 50 w emission FM and hours of operation in accordance with Sec. 4.403. CP new remote pickup station 152.87 mc 50 w emis-

(*Continued on page 69*)

Court Wants Rules

TASK of interpreting FCC rules would be simplified, Justice Harold M. Stephens, of the U. S. Court of Appeals for the District of Columbia, told counsel at the WJR-FCC hearing, if the court had a copy of those rules. "Can we not get an up-to-date set of FCC Rules & Regulations?" he asked FCC attorneys. "The court asked the FCC librarian for a copy but an unintelligible set was furnished." Commission attorneys agreed to provide an up-to-date set.

The LARGEST station in the LARGEST city in WEST VIRGINIA

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

PROMOTION

PERSONALITIES booklets for WJEF Grand Rapids and WKZO Kalamazoo (both owned by Fetzer Broadcasting Co.), have been released to the trade. Booklets contain photographs of the announcers, engineers, executive staffs and network stars along with writeups of each. Titled "Going Forward with Radio," booklets also contain photographs of live and remote broadcasts. Edited and published by National Radio Personalities of Peoria, Ill., booklets are being distributed through Grand Rapids and Kalamazoo retail merchants.

Kate Smith Promotion

TO ANNOUNCE start of Kate Smith show June 23 over WONS Hartford, Conn., station arranged with State Theatre in that city to admit everyone named Smith free to the performance that day.

Swimming Lessons

IN CONJUNCTION with the local YMCA, CJOR Vancouver, B. C., is offering free swimming instruction to adults, following a "Swim for Fun" campaign on the station. Local merchants have donated prizes for outstanding swimming students.

'Tee Off'

FOUR-COLORED promotion card emphasizing sales effectiveness of KCKN Kansas City, has been prepared by that station. Printed on bright yellow background and using blue, green and black in illustrations, card is headed "When You 'Tee Off' On the Greater Kansas City Sales Course . . . KCKN Will Keep Your Selling Program Out of the 'Rough'." Golf theme is featured on front of card.

Perfumed Ad

TWO-COLORED advertisement printed with ink that had been perfumed was run in June 9 issue of Dallas Morning News to announce the opening of KIXL that city. The ad, which released a sweet aroma, was headed "The Air is Sweeter in Dallas! KIXL Is On the Air!" Information on some of the highlights to be featured on station were listed with invitation to readers to visit new KIXL studios.

Sportsmen Award

CERTIFICATE and award of athletic gear is being awarded each week to an outstanding athlete in Rochester area by WHAM that city, during its "Sports Meeting." Known as Sportsmen Award of the Week, presentation is made on Ed Little's 6:30 p.m. Saturday show which features news of amateur athletes.

KLX Window Display

AS SPECIAL PROMOTION for Alan Ward's program, "The Roaring Road" on KLX Oakland, Calif., station arranged a window display in Oakland Tribune Building. It consisted of a midget racing car, with racing action photos and blow-ups of prominent drivers now appearing at Oakland stadium. Program is sponsored by the stadium operators.

Picture Post Cards

BEAUTIFULLY colored post cards picturing studios and grounds of WHBC Canton, Ohio, have been placed in retail outlets throughout area for use by visitors to the city. Cards are finely detailed C. T. Art Colortone linen finish, produced by Curt Teich & Co., Chicago, and carry brief historical sketch on WHBC on correspondence side.

"BIG THINGS Are Happening at WINS" was the slogan on envelopes distributed in person by 7-foot, 7-inch Dave Ballard (center) as part of WINS' campaign to publicize its increase in power to 50 kw [BROADCASTING, June 23]. Advertising agencies and the press received the envelopes. With Mr. Ballard are Bill Schroder (r) WINS manager, and Bill Robinson, station's sales manager.

'KROW Time'

KROW Oakland, Calif. recently inaugurated a new time service feature. Telephone callers to the station are greeted with the exact time and the following phrase, "KROW time." The promotion is coordinated with station break announcements which also give correct time every quarter hour.

WOR Memos

SPECIAL MEMO pads were sent to radio editors by WOR New York, with first page dated June 23 and a notation reading: "Kate Smith Switches to WOR-Mutual Today! 12 noon." Promotion tied in with Miss Smith's new "Kate Smith Speaks" cooperative show heard Mon.-Fri., 12-12:15 p.m. on MBS.

'Baby' Is Named

POSTCARDS announcing—"Flash . . . Our Baby Has a Name"—are being distributed by Northern Kentucky Airwaves Corp., Covington, Ky., as follow-up promotion of birth announcement recently issued by company [BROADCASTING, June 23] regarding grant for 250 w outlet in that city. Card states, "We are happy to announce that the Federal Communications Commission has assigned the call letters WSIP to our station . . . . Remember WSIP 1050 on Your Dial."

U. of California Course Has Enrollment of 110

ENROLLMENT for NBC-U. of California (Los Angeles) annual Radio Institute for 1947 has been completed, with 110 students accepted for the six-week course. Jennings Pierce, NBC Western Division director of public service and station relations, is in charge.

Institute started June 23 and for first time in the five successive years it has been offered, entrance requirements demand that students have at least one year of practical experience in radio. As result, Mr. Pierce said present student body is the most advanced group ever enrolled.

News Posters

POSTERS 42 by 11 inches in size have been placed in street cars, trams and busses throughout Vancouver, New Westminister and Lower Mainland, telling patrons that CKNW New Westminister, B. C., has 24 newscasts daily. Posters feature portraits of four announcers who broadcast daily news shows for four Vancouver and New Westminister newspapers and list time of the CKNW newscasts.

No Guess Work

"COMPARED TO HAT shoppers, who grope through dozens of offerings to make a purchase—your lot is a happy one!"—is a statement from latest promotion sheet released by WOV New York. Headed "Take the Guess Out of Buying With WOV's 5 Audited Audiences," illustrated sheet gives specific data on station's markets. Cartoon in center of page shows woman shopper surrounded by boxes of hats from which she is trying to make a selection.

WWDC Telegrams

TELEGRAMS were sent to listeners and the trade by WWDC Washington, to announce addition of Milton Q. Ford as new Morning Man on that station beginning June 23. Sample telegram read, "There are 188 days until Christmas, but next Monday you can hear Milton Q. Ford, capital crackpot, WWDC 6 a.m. to 9:15 a.m. . . . warning: be sure to wear your earmuffs . . ." Station also staged reception and cocktail party for Mr. Ford on his arrival to city.

Announces Change

ANNOUNCING change of station affiliation to CBS effective June 15, WGBS Miami has issued brightly colored, illustrated brochure headed "Change for the Best on June 15th." Front of brochure pictures back of a billboard with streamer reading "What's Behind It?" Inside presents front of the billboard which lists advantages of station's change to CBS.

RCA Booklet

A 44-PAGE BOOKLET titled "RCA, What It Is, What It Does," is being distributed by RCA to approximately 20,000 schools, colleges, libraries, manufacturing firms and officers of RCA both in U. S. and abroad. Brochure contains information on number of people employed by RCA, industrial activities of firm, information on labor policies, capital structure, research and engineering, its broadcasting activities (NBC), television, international subsidiaries, communications, marine radio and techanical training.

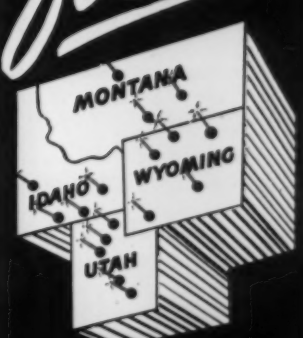
Freedom of Air

PAINTED OUTDOOR boards supporting freedom of the air have been erected by Foster & Kleiser Co., owner of Pacific Coast outdoor advertising plant, following a suggestion by Philip G. Lasky, general manager and vice president of KSFO San Francisco. Boards picture a character named "Ad Andy" who says, "A free people need freedom of speech and freedom of the air . . . Listen to your radio."

Life-Size Photo

LIFE-SIZE photographic likenesses of Dean Landfear, "Off the Record" record m.c. on WMT Cedar Rapids, are being used to build sales for Grain Belt Beer, who recently began sponsoring the record show, 11-12 midnight, six-times weekly, for 52 weeks. The likenesses, which present Mr. Landfear holding a record, have been mounted to stand erect for natural effect.

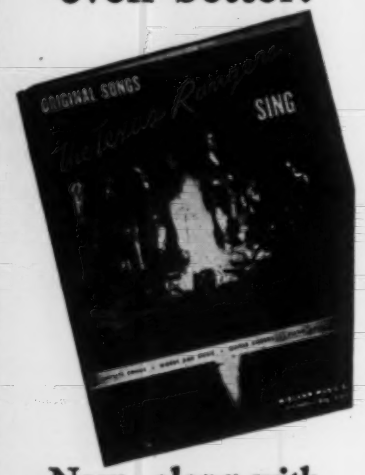
WTAG
WORCESTER
Delivers
Central New England

Hooper Survey Reveals
INTERMOUNTAIN NETWORK first..


IN INTERMOUNTAIN WEST
Ask AVERY-KNODEL For Details

KNOW
The Most Listened-to Station in AUSTIN
Morning, Afternoon and Night
AMERICAN BROADCASTING COMPANY • TEXAS STATE NETWORK •
WEED & COMPANY, National Representatives

Making *the best* even better!



Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

SELL

No. 1 Market

- WINSTON-SALEM
- GREENSBORO
- HIGH POINT

IN THE SOUTH'S

No. 1 State

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC
AFFILIATE

Represented by
HEADLEY-REED COMPANY

PROGRAMS

MAN-ON-THE-STREET program with new twist has been started by WARD Johnstown, Pa. Titled "Window Shopping Time," show presents Bob Nelson as m.c. who interviews customers of Taylor's, local department store sponsoring show. Mr. Nelson invites customers to pick out hat, dress, etc., which they like best. After describing article, and telling why it best suits their tastes, women are given article picked in their size. Program is aired Thurs. 6:46 p.m. for benefit of late afternoon trade.

Summer Theatre News

NEWS of players and plays at seven summer playhouses in San Diego area will provide basis of "Theatre Time" on KSDJ that city. Featuring interviews with such players as Jennifer Jones, Joseph Cotten, Gregory Peck, program is produced by Elinor Canedy, director of women's programs.

Discovery of Gold

SPECIAL series of five programs, dealing with discovery of gold in California, will be presented by Department of Education of WBBM Chicago, in cooperation with Central Radio Workshop beginning July 5. Featured as part of station's "Studio Overture" series, programs will be on experimental unit basis, telling story of actual discovery of gold in California with action covering period of 1847-48. Purpose is to present by radio complete story of each single event of significance in growth of western part of nation. Program will be aired Sat., 3:15-30 p.m. (CDST) over WBBM.

Drama Quiz

DRAMATIC show, in which contestants will be asked questions about facts presented in dramatization, started June 22 over WGN Chicago and MBS network. Each program offers a play in three acts, after which contestants chosen from audience are quizzed. Cash prizes are awarded for correct answers. Show is aired Sun. 8:30-9 p.m. (CDST).

To Start Sept. 8

BUDDY BEAR transcribed series, being distributed by Kasper-Gordon Inc. [BROADCASTING, June 16], will begin Sept. 8 instead of July 7 as originally scheduled. In a letter to the trade, "Buddy Bear" states that the later date has been selected because children's listening audiences are larger during fall months than in the summer vacation time.

'Neither Free Nor Equal'

IN A DRIVE against racial and religious bigotry, "Neither Free Nor Equal" series was started June 25 over WCCO Minneapolis, in cooperation with eight social and cultural organizations. Aired Wed. 9:30-10 p.m., series is composed of six programs each of which deals with some phase of the overall problem, including employment discrimination, housing discrimination, organized racism and "hate merchants" and what is being done to fight discrimination. Material for show is gathered from actual case histories supplied by cooperating agencies.

Music and History

BUILT around songs from light operas and Broadway shows, new show "Encore Echoes" began June 10 over WTMJ Milwaukee. Heard Tues. 6:30-7 p.m. (CST), show features Bruce Foote and Kathryn Oaks, solists, and 16-voice chorus, as well as George Comte, with narration of short story from Wisconsin's history. Program is sponsored by First Wisconsin National Bank.

KFI Talent Series

TALENT and program ideas will be show-cased in a weekly half hour series on KFI Los Angeles, starting July 1. Station has set aside 13 half hours to air live programs developed by talent agencies. Cooperating in the venture are Berg-Allenberg Inc.; General Amusement Corp., Sam Jaffe Agency; Lyons & Lyons; William Morris Agency; and National Concert Artists Corp. KFI will provide orchestra, station and rehearsal time, with agencies standing artist and writer fees. Order of appearance of talent on the air will be determined by method with each talent firm alloted two half-hour periods during series.

Delinquency Studied

PROBLEMS of juvenile delinquency will be aired on new series to begin July 2 over WBZ-WBZA Boston-Springfield. Half-hour dramatic and discussion type broadcast, scheduled for Wed. 8-8:30 p.m. and titled "It's Tough to Be Young," will deal with true juvenile delinquency cases, using fictitious names and places. Each program will be separate dramatization of actual cases, followed by two authorities on problem, who will deliver their personal opinion on why the incident happened and prevention of future cases.

Moves to Lake

OLD SAYING "go jump in the lake" has taken on a new meaning at WNAR Norristown, Pa. Station has moved its noon show "Bob Ardrey's Jukebox Jamboree" to Mermaid Lake, local swimming place, and has installed a miniature booth at the lakeside with turntables, record library and remote equipment. New features of show include contests for "Mermaid of the Week" and the best swimmer.

Growth of Democracy

GROWTH of principles of liberty from historic conflict at Concord until its culmination into our democratic form of government today will be traced through series of special remote pick-ups on "The Spirit of Independence," nationwide American Legion July 4 program to be heard from 12:15 to 12:45 p.m. (EST), over MBS. Program will feature pick-ups from Concord, Yorktown, Flagstaff, Pearl Harbor and Philadelphia.

WNEW-CBC Show

LEGENDS of 14 different countries are to be dramatized on series of "It's a Legend" program which began on WNEW New York and CBC, June 22. Aired Sun. 9-9:30 p.m., show is broadcast simultaneously in Canada and U. S. originating from Toronto. Programs are written by CBC writers and music scores have been composed by Arnold Walter, director of Senior School of Toronto Conservatory of Music. Each program will carry a credit line to WNEW as the American outlet for series.

Citizen Committee

IN COOPERATION with City Library, WNOX Knoxville, Tenn., has organized a Committee for Public Understanding, devoted to promoting understanding of local, national and international affairs. Initial project of committee is to plan the WNOX "Forum of the Air," choose subjects and speakers and present program each Thursday night before a live audience. Listeners at home are invited to phone in questions and comments during show. Committee is making plans for future educational features which will be sponsored by WNOX.

Test of Child Programs

RESPONSE of parents to children's programs will be checked this summer by KWSC Pullman, Wash. Tests will show whether youngsters respond as well to "nonobjectionable" programs as to those considered "middle-of-road" and "objectionable." KWSC also desires to learn extent of control parents exercise over child listening. Identification survey also will be made.

Sports Show

AIMED at juvenile audience, "Hail The Champ," audience participation show, has started on test 13-week series over KGER Long Beach, Calif., sponsored by Arden Farms, Los Angeles (diced cream). Quiz in character program offers anything in way of sporting goods equipment to those answering questions correctly. Mogge-Privett Inc., Los Angeles, is agency.

Teen-Age Production

TO HELP curb juvenile delinquency, KOCS Ontario, Calif., is airing new "Kids on the Street" program during summer. A group of junior high school students handles the microphone and interviews fellow students each Monday under supervision of Al Kelsey, announcer. Program replaces KOCS regular "Man on the Street" broadcast.

Fishing Data

INFORMATION FOR fishermen is being aired on weekly quarter-hour evening program on CBL Toronto, and Trans-Canada network. "Sportsman's Show" is a summer program giving tips on fishing equipment, from steel rods and fancy flies to wiggly minnows, advise on fishing techniques, latest news about good fishing spots, and latest data on fishing regulations. Jack Hambleton, fishing and hunting editor of Toronto Globe and Mail produces show.

Talent Hunt

NEW TALENT hunt is featured on weekly Dominion network program "Opportunity Knocks," originating at CJBC Toronto. Auditions are held weekly and best acts go on air, with any type of act suitable for radio presentation being acceptable. Program is produced by John Adaskin of Toronto.

Labor-Business Problems

REPRESENTATIVES of labor and business will be heard on new weekly series of Trans-Canada network programs originating at CBL Toronto, titled "Labor and Business Take Stock." Series will deal with current labor and business problems, including profits, wages, and purchasing power.

Ticket Office?

EIGHT chartered buses from midwest cities recently brought a throng of visitors to attend "Morning Matinee" show over WLW Cincinnatti. The big buses took up most of the parking space around WLW and thoroughly confused one passerby. He entered the station lobby and timidly asked: "Is this where I buy a ticket to Indianapolis?"

New Video Package Firm Is Started in Chicago

FORMATION of Radio Shows, new radio packaging firm, was announced recently by Guy Savage and James M. Chapman. New production company, which went into operation June 1, will produce both live and transcribed shows, open and closed end, and expects to branch out beyond the Chicago area in time.

Mr. Savage, who is in charge of production, and Mr. Chapman, general manager, have announced that 11 different packages, ranging from sports to drama, are already for sale. Mr. Savage has been associated in Chicago radio with sports, having appeared on WGN, and other stations. Mr. Chapman began his radio career in Detroit in 1921.

QUEEN of Charleston, S. C., 1947 Azalea Festival, Miss Dorothy Thomas (r), had the distinction of being first-person interviewed on city's new FM outlet, WTMA-FM [BROADCASTING, June 16]. Interview, conducted by Miss Alicia Rhett (l), director of women's programs, took place shortly before Queen Dorothy left to spend a week in Washington.

FCC Actions

(Continued from page 66)

Applications Cont.:

sion FM and hours in accordance with Sec. 4.403. CP new remote pickup station 25.28 mc 50 w emission FM and hours in accordance with Sec. 4.403.

Modification of License

KEVR Seattle, Wash.—Mod. license to change corporate name from Western Waves Inc., to King Bestg. Co.

Modification of CP

KYAK Yakima, Wash.—Mod. CP which authorized new standard station, to change type trans., for approval of ant., trans. and studio locations.

License Renewal

Hampden Hampshire Corp., area of Holyoke, Mass.—License renewal remote pickup WHHC.

WEIM Elmira, N. Y.—Same AM station.

KNAK Salt Lake City, Utah—Same.

WSLB Ogdensburg, N. Y.—Same.

TENDERED FOR FILING

AM—1420 kc

Diamond H. Ranch Bestrs., Auburn, Calif.—CP new standard station 1420 kc 250 w unl.

AM—1290 kc

KHSL Chico, Calif.—CP increase power from 1 to 5 kw, install new trans. and change trans. location and change from DA-DN to DA-N.

Modification of CP

WNEW New York—Mod. DA using 10 kw unl. hours and DA-DN, on 1130 kc.

June 26 Decisions . . .

BY THE COMMISSION

Announced proposed frequency assignments for Class A FM stations holding conditional grants for CPs as of June 24. Assignments are made under FM broadcast rules and standards as amended June 12. (See story this issue.)

Notice given of proposed rule making in matter of proposed new and revised application forms in broadcast services and amendment of Parts I and III of Rules and Regulations and Standards of Good Engineering Practice Concerning Standard and FM Broadcast Stations. Objections received to July 21. (See story this issue.)

BY A BOARD

FM Conditional Grants

Announced authorizations of conditional grants for eight Class A and four Class B FM stations. Also CPs three Class B FM stations and CPs in lieu of previous conditions for two Class A and seven Class B outlets. (See story this issue.)

Request to Vacate

Kansas City Star Co., Kansas City, Mo.—Granted request to vacate conditional grant for Class B FM station and dismissed application.

Modification of CP

WTTG Washington, D. C.—Granted mod. CP new commercial TV station for extension of completion date for period of 180 days from June 26 with provision that applicant select satisfactory site and submit appropriate modification within 20 days.

AM—1490 kc

Waynesboro Bestg. Corp., Waynesboro, Va.—Granted CP new station 1490 kc 250 w unl.; engineering cond.

AM—980 kc

Stanley S. Beaubaire, Oroville, Calif.—Granted CP new station 980 kc 1 kw D; engineering cond.

AM—1250 kc

WTMA Charleston, S. C.—Granted CP to increase D power from 1 to 5 kw, change type trans. and make change in ant., operating on 1250 kc 1 kw N.

Petitioned Granted

Central Bestg. Inc., Independence, Kan.—Granted petition to remove from hearing docket and grant application for new station 1010 kc 250 w D; engineering cond. and subject to further cond. that J. Nelson Rupard sever all connection with station KTSW, both as to stock ownership and management. Further ordered that petition for waiver of hearing be dismissed.

Puritan Broadcast Service Inc., Lynn, Mass.—Granted petition to reconsider action in designating application for hearing; removed from hearing docket, and granted CP for new station 1360 kc 500 w D; engineering cond. and also subject to any interference from WOCB.

Hearing Designated

Radio Greenville and The Greenville Bestg. Co., Greenville, Ala.—Designated for consolidated hearing applications for new stations 1400 kc 250 w unl.

No Comment

EFFORT to obtain information about the withdrawal of the nomination of FCC Commissioner Ray C. Wakefield for a second term and the appointment of Rep. Robert Franklin Jones (R-Ohio) was made at President Truman's Thursday news conference. The President dismissed the question with a firm no-comment reply.

Jones

(Continued from page 15)

ly denied all of the Pearson charges, and charged that he was "peddling his wares" as a columnist. He recalled that "this man" had been branded a "liar" by a President of the United States and that "other adjectives" had been used in describing him.

Allegations made by Mr. Pearson that Mr. Jones had never repudiated the support of Gerald L. K. Smith, and other right-wingers or America Firsters; that Mr. Jones' father was a Ku Klux Klan organizer, and that the Congressman's record smacked of anti-semitism, isolationism, bigotry and politics were flatly refuted by the Congressman. Sen. Capehart drew from Mr. Pearson the admission that much of the material he had quoted, largely from house organs and newspapers, had been sent him by F. W. Durbin, a Lima, Ohio, attorney. He admitted the attorney was a political enemy of Jones but he deprecated Rep. Jones' failure to disavow the support of the Smiths, Coughlins, and their likes.

Sen. Capehart went after Pearson on the "innuendoes and half-truths" of the newspaper columnists and radio commentators and urged Pearson to take up the cudgels in a movement toward elimination of such devices.

Rep. Jones said he had never belonged to any of the organizations enumerated by Mr. Pearson, had never solicited their support, and, as a matter of fact, had appointed Catholics and Jews alike to the naval and military academies. His political enmity with Mr. Durbin, he said, went back to the early '30's when Mr. Jones was prosecuting attorney in Lima. He said his father, a grocer had never belonged to the KKK, but on the contrary had been labeled a "Catholic sympathizer" by his political enemies.

As to charges by Mr. Pearson that he had been an applicant for a radio station in Lima with Ed Cooper, communications expert of the Senate Interstate and Foreign Commerce Committee, Mr. Jones said that he had withdrawn from participation in the applicant company following his nomination for the upcoming Wakefield vacancy. He pointed out that the anti-semitism charge held no water since Mr. Cooper was of the Jewish faith and he held him in highest esteem as a friend of long standing.

He charged that Mr. Pearson was "blaspheming me and using this committee as a sounding board to peddle his wares."

Magnuson Contention

When Sen. Magnuson (D-Wash.), a member of the full committee but not of the subcommittee, called attention to the sudden switch in nominations, Rep. Jones said he had not learned of his appointment until after it had appeared in the press. He said he had sought appointment to the FCC as early as last December and that originally he had been considered for an unexpired term. He said he did not know at first hand what motivated President Truman in withdrawing the Wakefield nomination. He said he understood that Minority Leader Rayburn, of Texas, had sponsored him, probably along with other Democrats as well as Republicans.

Among the members of Congress who appeared in Rep. Jones' behalf, several of whom said they did so without solicitation, were: Sen. Dworshak; Reps. Taber (R-N. Y.); Michener (R-Mich.); Jenkins (R-Ohio); Wigglesworth (R-Mass.); Noble J. Johnson (R-

(Continued on page 75)

Distribution of 'Nationally' Sponsored Network Time By Types

Winter-Spring December 1946—April 1947		Summer May 1946—September 1946	
Evening		**Evening**	
Dramatic	39.5 %	Dramatic	41.1 %
Variety	22.8	Variety	12.4
News & Commentators	11.2	News & Commentators	11.2
Popular Music	9.1	Popular Music	15.4
Quiz	6.3	Quiz	9.1
Miscellaneous	5.6	Miscellaneous	5.8
Concert Music	5.5	Concert Music	5.0
Daytime		**Daytime**	
Serial Drama	63.4	Serial Drama	59.0
Miscellaneous	36.6	Miscellaneous	41.0

These figures are from the Comprehensive Hooperatings, Section III, Chartbook—Winter-Spring 1946-1947, and Summer 1946.

CBS STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA
KOMA OKLA. CITY

DOES THE JOB Alone
WOW
OMAHA
NBC*
590
5000 WATTS
*AFFILIATE
WRITE, WIRE or PHONE JOHN J. GILLIN
JOHN BLAIR & CO., Representatives

NETWORK PRESIDENTS HOLD LABOR SESSION

PRESIDENTS of the four major networks met in New York Thursday to "compare notes" on the progress of hearings on the White Bill and to discuss effects of the Lea and Taft-Hartley acts.

The discussion, which also touched on the proposed formation of a Broadcasters Advisory Council, was characterized as "informal." The presidents have been meeting with some regularity to talk over mutual problems.

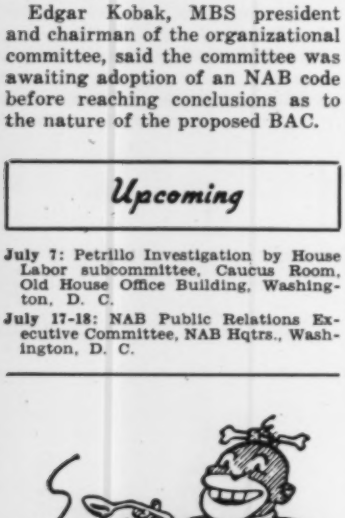
Meanwhile, it was learned that the committee appointed to prepare recommendations for the organization of the BAC was not expecting to submit a report until early fall.

Edgar Kobak, MBS president and chairman of the organizational committee, said the committee was awaiting adoption of an NAB code before reaching conclusions as to the nature of the proposed BAC.

Upcoming

July 7: Petrillo Investigation by House Labor subcommittee, Caucus Room, Old House Office Building, Washington, D. C.

July 17-18: NAB Public Relations Executive Committee, NAB Hqtrs., Washington, D. C.



IT ALL BOILS DOWN to this:

KDYL is the station most Utahns listen to most.

KDYL SALT LAKE CITY UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

PHILCO'S LARGE SCREEN TV

New Model 2500 Unveiled Last Monday At Waldorf-Astoria Exhibit

LARGE-SCREEN television receiver showing a 15 by 20 inch picture described as brighter than that of any other projection model on the market was introduced June 23 by the Philco Corporation at a showing in New York's Waldorf-Astoria Hotel.

Known as Model 2500, the set is priced at $795 plus an $85 warranty and installation charge. This model and other radios, radio-phonographs, portables and automobile radios comprising Philco's new line for 1948 were previewed by more than 1,000 Philco dealers from the New York metropolitan area, including sections of New Jersey and Connecticut.

According to James Carmine, Philco's vice president in charge of merchandising, Model 2500 embodies a radically new projection system developed in the Philco laboratories. Utilizing a "micro-lens screen," the image is first received on the surface of a four-inch cathode ray tube which faces downward. It is then thrown on a spherical reflecting lens which reflects it through a correcting lens on to a mirror. The mirror in turn reflects the image upon the "micro-lens screen." The resultant picture is bright enough to be seen without reducing the illumination in a normally-lighted room.

Last week's demonstration marked the debut of Philco television in the New York area, although one Philco video receiver already had gone on sale in Philadelphia, home of the Philco industries. Mr. Carmine voiced his belief that ". . . Television can go beyond the automobile business in dollar sales volume." He also disclosed a plan whereby Philco will train its own dealers in television receiver installation. He said the firm will continue to maintain authorized video "service stations," however.

Radio sets unveiled by Philco last Monday night included the Model 1200 portable which plays 10-inch and 12-inch records, and two custom-made radio receivers, a 17-tube radio-phonograph in a Hepplewhite design priced at $575 and a similar set in Sheraton selling for $695. Other new Philco models displayed range in price from $29.95 to $329.50.

NEWSPAPERMAN DENIES CHARGES BY MRS. DURR

MRS. VIRGINIA FOSTER DURR's position on "fair reporting" was challenged last week in a Washington *Daily News* column by James M. Daniel.

Mrs. Durr is the wife of FCC Comr. Clifford J. Durr and sister of Mrs. Hugo L. Black, wife of the Supreme Court justice. She was listed in a Committee on Un-American Activities report as a vice president of the Southern Conference for Human Welfare, which sponsored Henry A. Wallace's recent appearance in Washington.

Mrs. Durr, chairman of the "Committee for Virginia," a unit of the Southern Conference, had questioned a *News* story on the Committee Board's 12-5 vote to rescind its ban on admitted Communists and asked in the "interest of fair reporting" that other Board actions be reported, according to Mr. Daniel, who wrote the earlier story. In his follow-up, Mr. Daniel listed other actions of the Board and added:

> Mrs. Durr says this writer took a "few excerpts" from the minutes and added to them his "interpretations and comments" in an "obvious attempt to discredit the Committee." But the "briefing" of the Committee's minutes ran to two and a half newspaper columns. The two or three sentences of comment were monumentally restrained in contrast to what some of Mrs. Durr's own members said about her playing footy with a conscienceless minority, and if the Committee is discredited, it did it to itself before a whole chorus of Cassandras.

Mr. Daniel said "a more active sense of frankness might have impelled Mrs. Durr to add . . . that she herself declined a suggestion to submit the question of collaboration with the Communists to the full Committee membership, a democratic course if there ever was one." To her point that the minutes of the meeting were sent to all members of the Committee, he said he was informed that "the losing faction in the steering group had threatened to denounce her side publicly unless it did let the members know what it had done."

Forrest F. Redfern

FORREST F. REDFERN, 52, FCC engineer in charge, Eastern Division, was found dead Thursday in his Philadelphia apartment. Two assistants found him in bed when they went to the apartment after he had failed to report for work. He was pronounced dead at Hahnemann Hospital. Mr. Redfern was a widower. He had no children.

FMA Finds Demand For Low-Priced Sets

Tells RMA Expensive Models Now in Ample Supply

AMPLE stocks of AM-FM console sets with phonograph attachments are available in most areas but strong demand exists in the under-$100 class, and even stronger in the $50 range, FM Assn. told RMA Friday at a meeting of the RMA-FMA Liaison Committee.

Based on a survey by FMA, 94% of its members reported good demand for lower-priced receivers, the meeting was told. The replies showed that dealers find that the average prospect for a new radio is unwilling to pay the high prices now asked for AM-FM consoles with phonographs.

Dealers whose shelves are stocked with AM sets in all price ranges are slow to tell customers about FM, the survey disclosed, and in many cases "talk down" FM. Cooperative spirit is developing in areas having FM service, with results profitable both to dealers and station operators, Bill Bailey, FMA executive director, told the committee.

Presiding at the meeting was Arthur Freed, Freed Radio Corp., FMA's liaison chairman, with Roy Hofheinz, of KOPY Houston, delivering opening remarks. Also attending for FMA were Ernest L. Hall, Pilot Radio Corp.; Ira Hirschmann, WABF New York; Everett L. Dillard, WASH Washington; Leonard L. Asch, WBCA Schenectady; Ben Strouse, WWDC Washington; Wayne Coy, WINX Washington; Leonard Marks, FMA general counsel; C. M. Jansky Jr., Jansky & Bailey.

Attending for RMA were Larry F. Hardy, Philco Corp.; Ben Abrams, Emerson Radio & Phonograph Corp.; R. C. Cosgrove, Crosley Division; H. C. Bonfig, Zenith Radio Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; S. P. Taylor, Western Electric Co.; Max F. Balcom, Sylvania Electric Products, RMA president; James D. Secrest, RMA director of publications.

HAWAII'S FIRST STATION

KGU

NBC IN THE PACIFIC SINCE 1931

HONOLULU

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FCC Forms

(*Continued from page 17*)

one, along with usual showings of stock ownership, would be. If more than 10% of the applicant corporation is owned by another corporation, a statement of the nature and extent of such control and a showing of the corporate setup of the parent company would be necessary.

The forms request information on applicants' business and financial interests over the past five years, including businesses in which each holds or has held as much as 25% interest or any official relationship.

In the financial section, estimates of construction costs would be required under the new forms as now, but it would be necessary to give only the "basis" of the estimates, not the "detailed facts" on which they were based. Instead of estimating monthly costs and revenues, applicants would make the estimates for the first year of operation.

Stockholders and others helping to finance the construction are asked to show the extent of such aid, among other things, and submit at least a statement that their income for the past two years exceeded a certain specified amount. The latter requirement is in lieu of present requests for exact income data covering the preceding four years.

Bank references would no longer be required of the various stockholders, etc. The applicant itself, however, would have to file a balance sheet as of the end of a month not more than 90 days preceding the application (instead of 30 days preceding, as now), and would be required to give details on its bank deposits, if any. Questions regarding bank balances at stated intervals in the past would be eliminated.

The various forms and the sections which are part of each one are as follows:

Form 301 (for new AM, FM, or TV broadcast station, or for changes in an existing station)—Section I (cover sheet, instructions, etc.); Section II (legal qualifications); Section III (financial qualifications); Section IV (program service); Section V-A (AM engineering data); Section V-B (FM engineering); Section V-C (television engineering); Section V-G (antenna and site information).

Form 302 (for new broadcast station license)—Section I (cover sheet, questions relating to network affiliation, bank balance at end of construction, and compliance with conditions of construction permit); Section II-A (license application engineering data for AM); Section II-B (same, for FM); Section II-C (same, for television).

Form 303 (for renewal of broadcast license)—Section I (cover sheet, general questions on legal and financial qualifications); Section II (renewal application engineering data); Section IV (program service).

Form 313 (for authorization in auxiliary radio broadcast services)—A two-page application to be used only by licensees of existing AM, FM, TV, or international broadcast stations seeking original authorizations, licenses, renewal of licenses or modifications of permits for remote pickup, studio-to-transmitter, television remote pickup, television studio-to-transmitter or other auxiliary broadcast stations.

For 314 (for assignment of license or construction permit)—Consists of two parts: One for assignor and one for assignee. Latter assumes status of original applicant and must complete Sections II (legal qualifications); III (financial qualifications), and IV (program service).

Form 315 (for transfer of control)—Virtually the same as Form 314, except that there is also a part for information on licensee. Transferee is in position of original applicant and must complete Sections II, III, and IV.

Form 321 (for construction permit to replace expired permit)—A 1½-page questionnaire asking whether sections in original application are still correct, and inquiring why original permit was allowed to expire, why construction was not completed as planned, and how much time is needed to complete construction. In the past, applicants who allowed permits to expire were required to start anew as original applicants.

The new forms were worked out by FCC with the assistance of Budget Bureau officials and a special industry committee. Budget Bureau, which must approve all Government questionnaires, and the industry group made recommended changes during the process of reorganization, some of which were adopted or modified and some of which were rejected by FCC. The industry group's aid was given with the understanding that it did not constitute endorsement of FCC policies, particularly with respect to programming.

FCC leaders in the task included Chairman Charles R. Denny and Comrs. Rosel H. Hyde and Ray C. Wakefield; Charles Weeks, chief of the Organization & Procedure Section, and representatives of the various divisions. David E. Cohn of the Budget Bureau's Division of Statistical Standards directed that agency's participation. Wayne Coy of WINX and WINX-FM Washington headed the 14-man radio industry committee of the Advisory Council on Federal Reports. The industry group includes the following in addition to Chairman Coy:

Charles Barham Jr., WCHV Charlottesville, Va.; Kenneth H. Berkley, WMAL Washington; H. J. Brennen, WJAS Pittsburgh; Carl J. Burkland, WTOP Washington; John Elmer, WCBM Baltimore; Merle S. Jones, former vice president of Cowles Broadcasting Co. and general manager of WOL Washington; C. T. Lucy, WRVA Richmond; Gustav B. Margraf, Washington attorney, counsel for NBC; James H. Neu, CBS Washington attorney; Herbert L. Pettey, WHN New York; Carleton D. Smith, WRC Washington; Richard C. Steele, WTAG Worcester; C. E. Arney Jr., NAB secretary-treasurer. Mr. Arney is committee secretary.

BREAKDOWN OF THE NEW FCC FORMS

THE SEVEN new FCC application forms which the Commission proposed last week to replace 20 are: 301 (for new broadcast station or changes in existing station); 302 (for new broadcast license); 303 (renewal of broadcast license); 313 (for authorization in the auxiliary broadcast services); 314 (assignment of license or CP); 315 (transfer of control); 321 (for CP to replace an expired permit).

The 20 they would replace—largely by making a single type of application adaptable to AM, FM, and TV—include those now in use which bear the numbers listed above, plus the following: 303A (technical information on AM stations using non-directional antenna); 303B (same, for AM stations using directionals); 304 (for CP, modification of CP, or modification of license of existing AM station); 305 (for authority to install new equipment or make changes in equipment of existing station); 306 (to determine operating power by direct measurement); 316 (inventory of station property); 319 (for new high-frequency broadcast station permit); 320 (for high-frequency broadcast station license); 322 (for CP, modification of CP, or modification of license for existing high-frequency broadcast station); 327 (supplemental statement regarding station equipment); 330 (for television CP); 333 (for CP, modification of CP, or modification of license of existing television station); 335 (supplement concerning network broadcasting, relating to application for AM authorization).

In addition, FCC's proposal anticipates that the following existing forms shall be used only in connection with applications in the international, facsimile, and experimental broadcast services: 309 (for relay, international, television, facsimile, experimental broadcast station permit or modification thereof); 310 (for license covering CP received under 309); 311 (for renewal of international, television, facsimile, FM, noncommercial educational and experimental broadcast station licenses); 312 (for modification of relay, international, TV, facsimile, experimental broadcast licenses).

SPRINGFIELD, ILL. GETS 2 NEW STATIONS

L. W. Andrews, (l) radio consultant, and Mr. Erin at tower construction site.

DOUBLE EVENT was to take place yesterday (June 29) in Springfield, Ill. with WJEL and WJEM (FM) both slated to take the air. WJEL is a 500 w daytimer operating on 1600 kc, while WJEM has 1 kw on 103.9 mc, Channel 280.

Licensee is Champion City Broadcasting Co., which received FM CP April 17, AM CP May 23 and subsequent CAA approval June 9. Principal owners are Dr. D. J. Parsons (60%), Bill Erin, formerly with KGO San Francisco, (30%), and John Harwood, Lagonda Printing Co., (10%).

Staff consists of Mr. Erin as general manager; Douglas Campbell, former theatre manager and newspaper advertising manager in Springfield, commercial manager, and Herbert Haley, former KGO commentator, chief engineer.

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Philip G. Lasky, Vice-President

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DANVILLE, VIRGINIA

*The Voice of the Rich Piedmont Region**

(SOON 5000 WATTS)

PHONE SANDY GUYER
DANVILLE 2350

** BMB says 95 percent of the families in Danville and Schoolfield listen to WBTM regularly.*

American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

9 OUT OF 11

FAMILIES IN THE GREAT POMONA VALLEY (200,000 POP.) LISTEN TO KOCS REGULARLY.
* Survey figures available

AM KOCS FM
ONTARIO CALIFORNIA

Court

(*Continued from page 13*)

the Criminal Division.

AFM attorneys pointed out that the Supreme Court abstained from ruling on picketing and strikes. They took the position that the court in effect said it wasn't so sure the Lea Act forbids striking (13th Amendment applies) or picketing (First Amendment applies), and wouldn't rule unless the case came up on specific violation.

They reminded that Petrillo still can plead that the Lea Act can't constitutionally be applied to strikes or picketing. They said Petrillo hadn't pleaded guilty in District Court but merely had moved for dismissal on the ground that the complaint didn't state a valid cause.

They added that the court merely held the feather-bedding ban was not so vague as to make it unconstitutional, and suggested the court was not sure that the law on its face forbids feather-bedding.

The high court's decision, written by Justice Black, was concurred in by Chief Justice Vinson and Justices Jackson, Frankfurter and Burton. Justice Frankfurter wrote a separate concurring opinion. Justice Reed wrote a dissenting opinion concurred in by Justices Murphy and Rutledge. Justice Douglas took no part in the case.

Constitutional Issues

In the majority opinion the court noted that the appeal was brought direct by the Government on the District Court's decision. The lower court held that the information charging violation of Sec. 506 of the Communications Act as amended by the Lea Act was based on an unconstitutional law. Violations of the First, Fifth and Thirteenth Amendments were cited by the lower court.

The Supreme Court reminded that it has consistently refrained from passing on constitutionality of a statute "until a case involving it has reached a stage where the decision of a precise constitutional issue is a necessity."

As to violation of the Fifth Amendment, the lower court held the statute was so vague and uncertain that an ordinary person could not tell in advance whether a certain action would be within its prohibition. The Supreme Court agreed the language might be more precise but felt it "provides an adequate warning as to what conduct falls under its ban, and marks boundaries sufficiently distinct for judges and juries fairly to administer the law in accordance with the will of Congress."

Ruling against the lower court's opinion that the statute denies equal protection of the laws to broadcast employes as a class, violating the due process clause, the court held, "If Congress believes that there are employe practices in the radio industry which injuriously affect interstate commerce, and directs its prohibitions against those practices, we could not set aside its legislation even if we were persuaded that employer practices also required regulation."

The court further held "there is nothing novel about laws to prohibit some persons from compelling other persons to act contrary to their desires."

The high court held the lower tribunal was wrong in finding that the law abridges freedom of speech by making peaceful picketing a crime. Noting that the statute fails to mention picketing, peaceful or violent, the court added, "Thus, rather than holding the statute as written to be an unconstitutional violation of the First Amendment, the District Court ruled on the statute as it was applied by the information as it then read." The Supreme Court said this question did not cover invalidity of the law on its face, but rather "as it is proposed to be applied."

Similar reasons were cited in finding that the Thirteenth Amendment had not been violated. This Amendment prohibits slavery and involuntary servitude. On its face the statute does not violate the amendment, the high court held, not passing on possible violation in particular circumstances. The lower court had upheld the AFM claim that employes have a constitutional right to leave employment singly or in concert.

In his separate concurring opinion Justice Frankfurter agreed that the Lea Act is not beyond the power of Congress to regulate commerce. He added that he felt the constitutional basis for the law is "the same as that upon which the validity of the Sherman (anti-trust) Law rests. It would be a usurpation of the legislative authority for us to find that there was no basis in reason for the judgment of Congress that the public interest called for legislation to deal with what is colloquially called 'feather-bedding' in connection with broadcasting . . ."

In his dissenting opinion Justice Reed contended that the statute is too indefinite in describing prohibited acts to support an indictment for violation of its provisions.

In another decision affecting Petrillo and the AFM the court invalidated a contract provision placed by the union in negotiations with ballrooms. Under this clause the union places liability for payment of social security taxes on ballroom operators instead of band leaders. The musicians, including the leader, are all classed as employes by the union.

This decision is construed as having an effect on some broadcasting contracts in which stations pass along talent fees to sponsors.

Lea Act Chronology

1946

April 16 — Lea Bill became law.

May 11 — Petrillo ordered WAAF Chicago to hire three more librarians; refused to negotiate.

May 28 — Ordered strike at WAAF; said he had violated Lea Act and was ready to face the music.

May 30—J. Albert Woll, then U.S. District Attorney, met with WAAF counsel, who filed written complaint. WAAF had operated over two years without written AFM contract; it offered to hire one more librarian.

June 10 — Threatened radio music war at AFM convention if Lea Act were upheld, with members to be forbidden to play on networks at expiration of contracts. Threatened to ban all music for recordings.

June 13—Information filed by District Attorney; Petrillo ordered to appear to show cause why he should not be fined $1,000 and imprisoned; Judge Walter La Buy set Aug. 5 for AFM to file brief, Sept. 9 for Government to file. Bond fixed at $1,000.

Sept. 30 — Government filed reply brief.

Nov. 4—Hearing held before Judge La Buy. Petrillo counsel admitted he had notified WAAF to employ three additional musicians, and ordered picketing.

1947

June 10-12 — Petrillo told AFM convention union might stop all recording.

June 23 — U. S. Supreme Court held Lea Act constitutional.

Feature

(*Continued from page 10*)

in the history of congressional news broadcasting. From noon Friday until late Monday afternoon, 86 feeds were sent out from the Capitol building. Nine of these were from the House, with NBC, MBS and CBS each putting on three shows. Rep. Hartley (R-N. J.) appeared on each of these three networks, while Rep. Madden (D-Ind.) spoke over Mutual, and Senator Wayne Morse (R-Wash.) came over from the Senate to appear on CBS.

Moving into the Senate, all four networks and WWDC Washington "went to town." Before the thing was over, ABC did 7 shows, CBS 14, NBC 19, MBS 12 and WWDC 25.

In addition, Senator Taft's reply to President Truman was broadcast from the radio gallery. Other Senators appearing before mikes in the gallery were Senators Taylor (D-Ida.), Pepper (D-Fla.), Cain (R-Wash.), Wherry (R-Neb.), Johnston (D-S. C.), Morse (R-Ore.), Ball (R-Minn.), Knowland (R-Calif.), Sparkman (D-Ala.), and Ferguson (R-Mich.).

Committee's Appraisal of White Bill

Author Concedes Certain Sections Written To Draw Fire

By PETER DENZER

DETERMINATION to maintain the major part of his legislation intact was expressed by Senator Wallace H. White Jr. (R-Me.) in an interview with BROADCASTING last Wednesday.

But Senator White did admit that in some cases he had written sections of S. 1333 in order "to draw fire." He declared that the Committee, not being expert, was forced "to fumble for the answers" to some problems, in the expectation that hearings would develop a new approach.

He was not optimistic for a bill this session. He pointed out "that if we are to adjourn by the time required in the reorganization act," there would be very few legislative days in which to prepare this substantial legislation. Under the reorganization act Congress is supposed to adjourn on the 31st of July, unless there is an emergency need for a later session.

In what may have been an admonition to a considerable number of witnesses still to be heard, Senator White declared: "We don't realize how few legislative days we have left. Maybe we're not going to recess by July 31st, but if we do, there is very little time left."

He left the way open for continuing Committee session during the summer even if Congress does adjourn, but pointed out that the rest of the Committee will have the final say on any such procedure.

Will Refine Bill

In all probability, however, most of the time remaining in Senator White's term—about 18 months—will be spent polishing and re-polishing the Communications Bill. When asked about his impending retirement he replied, smiling: "Oh well, you know, there is more than a year and a half left."

He would not indicate which portions of the bill may be re-written. He insisted that the major portions need no re-drafting, but his estimate of the time needed to report out a bill contradicted to some extent his assertion that the legislation is substantially complete now.

If, as he indicated, the rest of the committee takes an active part in re-writing the bill there may be substantial changes.

Senator Warren G. Magnuson (D-Wash.), formerly a member of the House Select Committee to Investigate the FCC, foresaw a number of points which may provide the Committee with a great deal of work. He disagreed with the analogy between the press and radio, first made by NAB President Justin Miller and subsequently the theme of almost every industry witness before the committee.

"After all," he told BROADCASTING "radio is a quasi public utility, deriving its franchise from the government through the license issued by the FCC." He indicated, therefore, that radio cannot expect to be treated as "an electronic printing press since its emanations go out through a medium which belongs to the people and not to any one agency or group."

He agreed with the broadcasters that the financial reports required of licensees by the present bill are too complex and declared "there should be and will be simplification of financial reports."

Dislikes News Portion

He also thought that the political section will be changed and said he did not like the news identification requirements. These, he added, "would impose restrictions on Senators also, since they very often give background or off-the-record quotations which they intend for publication but not attribution." If the present restrictions were to become law, he said, it would be very difficult for the reporter to perform his duty.

He predicted a long and careful procedure by the Committee in organization and study of the voluminous material which has been presented by witnesses. He revealed that Senator White wants personally to digest all of the material and then pass it on to the Committee.

He added that the broadcasters themselves have made many "valuable suggestions which must be very seriously considered."

Senator Ernest W. McFarland (D-Ariz.) declared he thought the analogy between freedom of the press and freedom of radio was "silly." He said the circumstances under which the two services, press and radio, labor are so different that such a comparison is misleading.

Other members of the Committee, including Senators E. H. Moore (R-Okla.), and Homer E. Capehart (R-Ind.) declared they had not yet had sufficient time to study testimony and therefore wished to make no comment which might prejudice their judgment.

Mason and Wagner Address · IBA Meet

Indiana Association Holds Sessions Last Week

A WARNING to broadcasters not to get "mentally fat" was issued last week by Robert T. Mason, president of WMRN Marion, O., who advised those already in that state to "get on a rigorous diet of self-imposed work—until they get back to a healthy competitive state—and where they are doing completely and successfully their basic job of service."

Mr. Mason who, along with Paul I. Wagner of WCSI-FM Columbus, Ind., addressed some 35 members of the Assn. of Indiana Broadcasters meeting last Tuesday in Indianapolis, described his idea of the "Broadcasters Community Challenge." He urged stations, as units and individuals, to participate actively in all forms of community activity, assuring them that it would pay off in many ways.

Registration at the IBA meeting: G. F. Albright and Miss A. F. Schroy WKBV; Joe Jordan WKMO; Paul E. Wagner WCSI; R. R. Baker WTRC; George C. Biggar, Ed Mason, Sid Collins WIBC; Pierre Boucheron WGL; R. G. Duffield, Carl Vandagrift WOWO; Donald Cogley, G. E. Carter, John J. Garrett Jr. WCBC; Mark Boyden WSBT; Robert T. Drain WSBT, WSBF-FM; C. Bruce McConnell, Robert B. McConnell WISH; E. D. Ogborne WCTW-FM; Scott Chambers WCTW; Hilliard Gates WKJG, WKJG-FM; Edward G. Thoma WFTW; Warren G. Davis, Gene Waters WSUA; William H. Spencer WHOT; Don Burton, W. F. Craig WLBC; Martin L. Leich, Ferrall Rippetoe WBOW; Harry K. Smythe WOWO; John Carl Jeffrey, Kokomo; Richard M. Hill Indiana U.; Clarence M. Morgan Indiana State Teachers College; Patricia Phillips Indiana State Teachers College student; Fred A. Brewer Indiana U.; Wilfred H. DeWitt Butler U.; Maury Long BROADCASTING.

* * *

HOOSIER STATION managers attending the June 24 meeting of the Assn. of Indiana Broadcasters held in Indianapolis included (l to r): Front row, Pierre Boucheron, WGL Fort Wayne; Hilliard Gates, WKJG Fort Wayne; Warren G. Davis, WSUA Bloomington; Robert B. McConnell, WISH Indianapolis; Robert G. Duffield, WOWO Fort Wayne; Paul E. Wagner, WCSI (FM) Columbus; C. Bruce McConnell, WISH; Martin Leich, WBOW Terre Haute; Donald Cogley, WCBC Anderson. Back row, E. D. Ogborne, WCTW-FM, Newcastle; Don Burton, WLBC Muncie; R. R. Baker, WTRC Elkhart; Bill Spencer, WHOT South Bend; George C. Biggar, WIBC Indianapolis; Gerry Albright, WKBV Richmond; Joe Jordan, WKMO Kokomo; Edward Thoms, WFTW Fort Wayne.

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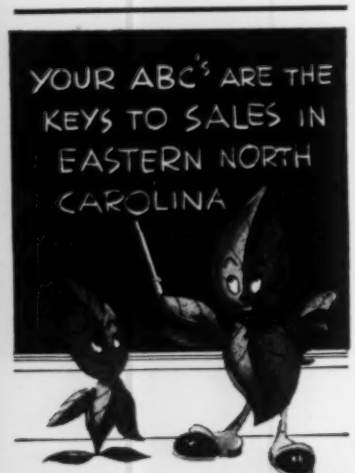

WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

WRRF
5000 WATTS, 930 KC
WASHINGTON, N. C

Outstanding regional and local programming plus the top programs of ABC keep the dials in Eastern North Carolina tuned to WRRF and WRRZ. The primary daytime listening area of these two regional stations is composed of 31 counties in the heart of the bright leaf tobacco belt, considered one of the richest agricultural areas in the nation.

The 922,353 persons in this wealthy market listen to their regional Tar Heel stations, WRRF and WRRZ. The staff of the Tar Heel Broadcasting System will back up your sales program in Eastern North Carolina with comprehensive, effective merchandising. For speedy results in the "as good as gold" market, use WRRF and WRRZ.

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SUPREME COURT MAJORITY OPINION, ISSUED JUNE 23, UPHOLDING CONSTITUTIONALITY OF LEA ACT

TEXT of the majority opinion of the U. S. Supreme Court, handed down June 23, follows (U. S. vs. James C. Petrillo, appeal from U. S. District Court, Northern District of Illinois, No. 954, October term, 1946):

Mr. Justice Black delivered the opinion of the Court.

The District Court dismissed a criminal information filed against the respondent, James C. Petrillo, on the ground that the statute on which the information was founded was unconstitutional. 68 F. Supp. 845. The case is here on direct appeal by the Government as authorized by the Criminal Appeal Act. 18 U. S. C. Supp. V § 682. The information charged a violation of the Communications Act of 1934, 48 Stat. 1064, 1102, as amended by an Act of April 16, 1946. — Stat. — The specific provisions of the Amendment charged to have been violated read:

"Sec. 506. (a) It shall be unlawful, by the use or express or implied threat of the use of force, violence, intimidation, or duress, or by the use or express or implied threat of the use of other means, to coerce, compel or constrain or attempt to coerce, compel, or constrain a licensee—

"(1) to employ or agree to employ, in connection with the conduct of the broadcasting business of such licensee, any person or persons in excess of the number of employes needed by such licensee to perform actual services; or

"(d) Whoever willfully violates any provision of subsection (a) or (b) of this section shall, upon conviction thereof, be punished by imprisonment for not more than one year or by a fine of not more than $1,000, or both." Pub. L. No. 344, 79th Cong., 2nd Sess.

The information alleged that a radio broadcasting company, holding a federal license, had, for several years immediately preceding, employed "certain persons who were sufficient and adequate in number to perform all of the actual services needed . . . in connection with the conduct of its broadcasting business." The information further charged that the respondent, Petrillo, "willfully, by the use of force, intimidation, duress and by the use of other means, did attempt to coerce, compel and constrain said licensee to employ and agree to employ, in connection with the conduct of its radio broadcasting business, three additional persons not needed by said licensee to perform actual services . . . ."

The coercion was allegedly accomplished in the following manner:

"(1) By directing and causing three musicians, members of the Chicago Federation of Musicians, theretofore employed by the said licensee in connection with the conduct of its broadcasting business, to discontinue their employment with said licensee;

"(2) By directing and causing said three employees and other persons, members of the Chicago Federation of Musicians, not to accept employment by the said licensee; and

"(3) By placing and causing to be placed a person as a picket in front of the place of business of said licensee."

The only challenge to the information was a motion to dismiss on the ground that the Act on which the information was based (a) abridges freedom of speech in contravention of the First Amendment; (b) is repugnant to the Fifth Amendment because it defines a crime in terms that are excessively vague, and denies equal protection of the law and liberty of contract; (c) imposes involuntary servitude in violation of the Thirteenth Amendment.[1] The District Court dismissed the information, holding that the 1946 Amendment on which it was based violates the First, Fifth, and Thirteenth Amendments.

Two general principles which concern our disposition of appeals involving constitutional questions have special applications to this case: We have consistently refrained from passing on the constitutionality of a statute until a case involving it has reached a stage where the decision of a precise constitutional issue is a necessity. The reasons underlying this principle and illustrations of the strictness with which it has been applied appear in the opinion of the Court in **The Rescue Army** v. **Municipal Court**, 331 U. S. —, —, and cases there collected. And in reviewing a direct appeal from a District Court under the Criminal Appeals Act, **supra**, our review is limited to the validity or construction of the contested statute. For "The Government's appeal does not open the whole case." **United States** v. **Borden Co.**, 308 U. S. 188, 193.

First. One holding of the District Court was that, as contended here, the statute is repugnant to the due process clause of the Fifth Amendment because its words, "number of employees needed by such licensee," are so vague, indefinite and uncertain that "persons of ordinary intelligence cannot in advance tell whether a certain action or course of action would be within its prohibition . . ." The information here, up to the place where it specifically charges the particular means used to coerce the licensee, substantially employs this statutory language. And the motion to dismiss on the ground of vagueness and indefiniteness squarely raises the question of whether the section invoked in the indictment is void **in toto**, barring all further actions under it, in this, and every other case. **Cf. United States** v. **Thompson**, 251 U. S. 407, 412. Many questions of a statute's constitutionality as applied can best await the refinement of the issues by pleading, construction of the challenged statute and pleadings, and, sometimes, proof. **The Rescue Army** v. **Municipal Court, supra; Watson** v. **Buck**, 313 U. S. 387, 402. **Borden's Company** v. **Baldwin**, 293 U. S. 194, 204, 210, and concurring opinion at p. 213. But no refinement or clarification of issues which we can reasonably anticipate would bring into better focus the question of whether the contested section is written so vaguely and indefinitely that one whose conduct it affected could only guess what it meant. Consequently, since this phase of the appeal raises a question of validity of a statute within our jurisdiction under the Criminal Appeals Act, **supra**, and is ripe for our decision, we turn to the merits of the contention.

We could not sustain this provision of the Act if we agreed with the contention that persons of ordinary intelligence would be unable to know when their compulsive actions would force a person against his will to hire employees he did not need. **Connally** v. **General Construction Co.**, 269 U. S. 385, 391; **Lanzetta** v. **New Jersey**, 306 U. S. 451. But we do not agree. Of course, as respondent points out, there are many factors that might be considered in determining how many employees are needed on a job. But the same thing may be said about most questions which must be submitted to a fact-finding tribunal in order to enforce statutes. Certainly, an employer's statements as to the number of employees "needed" is not conclusive as to that question. It, like the alleged willfullness of a defendant, must be decided in the light of all the evidence.

Clearer and more precise language might have been framed by Congress to express what it meant by "number of employees needed." But none occurs to us, nor has any better language been suggested, effectively to carry out what appears to have been the Congressional purpose. The argument really seems to be that it is impossible for a jury or court ever to determine how many employees a business needs, and that, therefore, no statutory language could meet the problem Congress had in mind. If this argument should be accepted, the result would be that no legislature could make it an offense for a person to compel another to hire employees, no matter how unnecessary they were, and however desirable a legislature might consider suppression of the practice to be.

The Constitution presents no such insuperable obstacle to legislation. We think that the language Congress used provides an adequate warning as to what conduct falls under its ban, and marks boundaries sufficiently distinct for judges and juries fairly to administer the law in accordance with the will of Congress. That there may be marginal cases in which it is difficult to determine the side of the line on which a particular fact situation falls is no sufficient reason to hold the language too ambiguous to define a criminal offense. **Robinson** v. **United States**, 324 U. S. 282, 285-286. It would strain the requirement for certainty in criminal law standards too near the breaking point to say that it was impossible judicially to determine whether a person knew when he was wilfully attempting to compel another to hire unneeded employees. See **Screws** v. **United States**, 325 U. S. 91; **United States** v. **Ragen**, 314 U. S. 513, 522, 524; 525. The Constitution has erected procedural safeguards to protect against conviction for crime except for violation of laws which have clearly defined conduct thereafter to be punished; but the Constituition does not require impossible standards. The language here challenged conveys sufficiently definite warning as to the proscribed conduct when measured by common understanding and practices. The Constitution requires no more.

Second. It is contended that the statute denies equal protection of the laws to radio-broadcasting employers as a class, and, for this reason, violates the due process clause of the Fifth Amendment. This contention, raised by the motion to dismiss, and sustained by the District Court as a ground for holding the statute unconstitutional as written, is properly before us, and we reach this equal protection ground, for the same reason that we decided the question of whether the section was unconstitutionally vague and indefinite.

In support of this contention it is first argued that if Congress concluded that employment by broadcasting companies of unneeded workers was detrimental to interstate commerce, in order to be consistent, it should have provided for the punishment of employers, as well as employees, who violate that policy.[2] Secondly, it is argued, the Act violates due process because it singles out broadcasting employees for regulation while leaving other classes of employees free to engage in the very practice forbidden to radio workers. But it is not within our province to say that because Congress has prohibited some practices within its power to prohibit, it must prohibit all within its power. Consequently, if Congress believes that there are employee practices in the radio industry which injuriously affect interstate commerce, and directs its prohibitions against those practices, we could not set aside its legislation even if we were pursuaded that employer practices also required regulation. See **Labor Board** v. **Jones & Laughlin Steel Corp.**, 301 U. S. 1, 46. Nor could we strike down such legislation, even if we believed that as a matter of policy it would have been wiser not to enact the legislation or to extend the prohibitions over a wider or narrower area. Here Congress aimed its law directly against one practice—compelling a broadcasting company to hire unneeded workers. There is nothing novel about laws to prohibit some persons from compelling other persons to act contrary to their desires. Whatever may be the

[1] **Another ground, not argued here, was that the Act represents an exercise of power by Congress not delegated to the United States.**

[2] **The Act does not prohibit radio broadcasters from voluntarily hiring more employees than they need.**

LOOKING over the story on announcement of their new station grant are Joseph Light (l), president of Cavalier Broadcasting Corp. and Irving Kipnes, secretary and general manager. Grant was announced June 20 for Norfolk, Va., 1 kw daytime on 860 kc, to Western Maryland Broadcasting Corp. [BROADCASTING June 23]. Corporation name was to have been amended last week to Cavalier.

limits of the power of Congress that do not apply equally to all classes, groups, and persons, see **Steward Machine Co. v. Davis**, 301 U. S. 548, 584, we are satisfied that Congress has not transgressed those limits in the provisions of this statute which are here attacked.

Third. Respondent contends here, and the District Court has held, that the statute abridges freedom of speech by making peaceful picketing a crime. It is important to note that the statute does not mention picketing, peaceful or violent. The proposed application of the statute to picketing, therefore, does not derive from any specific prohibition written into the statute against peaceful picketing. Rather it comes from the information's charge that respondent attempted to compel the licensee to hire unneeded employees by placing "a picket in front of the place of business of (the) . . . licensee." Yet the respondent's motion to dismiss was made only on the ground that the statute, as written, contravenes the First Amendment. In ruling on this motion, the District Court assumed that because "there was no charge of violence . . . the placing of a picket must be regarded . . . as peaceful picketing." From this assumption, it concluded that "the application [of the statute] here sought to be made violates the First Amendment by its restriction upon freedom of speech by peaceful picketing." Thus, rather than holding the statute as written to be an unconstitutional violation of the First Amendment, the District Court ruled on the statute as it was proposed to be applied by the information as it then read.

We consider it inappropriate to reach the merits of this constitutional question now. As we have pointed out, we have consistently said that we would refrain from passing on the constitutionality of statutes in advance of the necessity to do so. And the provisions for direct appeal from District Courts of certain criminal cases do not require us to pass on constitutional questions prematurely decided by a district court's dismissal of an information.

The information here, up to the place where it alleges the use of particular coercive means, charges in substantially the language of the statute that respondent coerced the licensee. The information's charges up to this point constitute a sufficient basis for a challenge to the statute on the ground that it contravenes the Constitution. Whether this part of the information, or the information as a whole, was adequate definitely to inform the respondent of the nature of the charge against him is another question. See **United States v. Lepowitch**, 318 U. S. 702 704; **Potter v. United States**, 155 U. S. 438; **cf. United States v. Hess**, 124 U. S. 483. Had the District Court postponed ruling on the First Amendment question raised by the motion to dismiss, or had it denied the motion, respondent could have sought a bill of particulars, apart from attacking the constitutionality of the Act. See **Husty v. United States**, 282 U. S. 694, 702; **Bartell v. United States**, 227 U. S. 427, 433-434; **Dunbar v. United States**, 156 U. S. 185, 192. So also, if the additional allegations describing the means used to accomplish the proscribed purpose were not definite enough for the court to determine whether they were sufficient in law to charge an offense, and if such allegations were not mere surplusage, see **United States v. Socony-Vacuum Oil Company**, 310 U. S. 150, 222, a challenge could have been made to the information, see **United States v. Hess, supra**, at 487-488, as distinguished from a challenge to the statute on which it rested. In that event, and upon a holding of insufficiency of the information, appeals by the United States would have properly gone, under the Criminal Appeals Act **supra**, to the Circuit Court of Appeals, and if inappropriately brought here, that Act, as amended, 56 Stat. 271, would have required us to transfer the cause to the Circuit Court of Appeals. But no such challenge was made to the information.

We therefore have a situation in which we are urged to strike down a statute as violative of the constitutional guarantees of free speech when the statute has not been, and might never be, applied in such manner as to raise the question respondent asks us to decide. For the gist of the offense here charged in the statute and in the information is that respondent "wilfully, by the use of force, intimidation, duress and by the use of other means, did attempt to coerce, compel and contrain" [2] the licensee to hire unneeded employees. If the allegations that this prohibited result was attempted to be accomplished by picketing are so broad as to include action which either is plot coercive, compelling or constraining, within the statute's meaning, or could not be constitutionally held to be, the trial court would be free, on motion of the respondent, to strike the particular allegations if they are surplusages. Rules of Criminal Procedure, § 7 (d). Or the Government might amend the information "at any time before verdict or finding if no additional or different offenses is prejudiced." **Ibid.** §7 (e).

The foregoing analysis shows that we are asked to rule on constitutional questions that are not yet precisely in issue. The question as it was decided by the District Court, was not the question raised by the motion to dismiss—whether the statute is invalid on its face—but whether it is invalid as it is proposed to be applied. And even if our decision could be evoked upon a showing that the statute certainly, but for our intervention, would have punished respondent for peaceful picketing, there is no such certainty here. No final issue has been drawn. The information was still subject to amendment to fit, within the permissible area of amendments, the type of coercive means developed by further pleading or proof. See **Borden's Co. v. Baldwin, supra**, at 213. Further pleadings and proof might well draw the issues into sharper focus making it unnecessary for us to decide questions not relevant to determination of the constitutionality of the statute as actually applied. Thus this case had not reached a stage where the decision of a precise constitutional issue was a necessity. Consequently, we refrain from considering any constitutional questions except those concerning the Act as written. We do not decide whether the allegations of the information, whatever shape they might eventually take, would constitute an application of the statute in such manner as to contravene the First Amendment. We only pass on the statute on its face; it is not in conflict with the First Amendment.

Fourth. The District Court held, and it is argued here, that the statute, as sought to be applied in the information, violates the Thirteenth Amendment which prohibits slavery and involuntary servitude. This contention is also rooted in that part of the information which particularizes the means by which respondent attempted to compel action by the licensee, i.e., by causing three musicians to discontinue, and three musicians not to accept, employment. The argument is that employees have a constitutional right to leave employment singly, see **Pollock v. Williams**, 322 U. S. 4, 17, 18, or in concert, and consequently that respondent cannot be guilty of a crime for directing or causing them to do so. For the reasons given with reference to the picketing specification, therefore, we consider the Thirteenth Amendment question only with reference to the statute on its face. Thus considered, it plainly does not violate the Thirteenth Amendment. Whether some possible attempted application of it to particular persons in particular sets of circumstances would violate the Thirteenth Amendment is a question we shall not pass upon until it is appropriately presented.

Reversed and remanded.

Mr. Justice Douglas took no part in the consideration or decision of this case.

[2] **Bold supplied.**

West Coast Favored For 1948 NAB Meet

San Francisco and Los Angeles Bidding, District 15 Told

WEST COAST convention for NAB in 1948 will be proposed to the NAB board by C. E. Arney Jr., secretary-treasurer. Members of NAB District 15 (No. Cal., Nev., Hawaii), meeting Thursday in Berkeley, were told by Mr. Arney that he had been discussing the matter with San Francisco and Los Angeles convention bureaus.

Last West Coast convention occurred in 1940, with San Francisco as the site.

District 15 formally extended an invitation for NAB to meet in San Francisco next year. The convention will be held in the fall, probably September, under new NAB procedure.

State Body Approved

William B. Smullin, KIEM Eureka, District 15 director, presided at the meeting. The district adopted proposed articles of incorporation of a new California State Broadcasters Assn., combining northern and southern associations. The articles had been adopted by the southern group.

Temporary directors of the new body are C. L. McCarthy, KQW San Francisco; Calvin J. Smith, KFAC Los Angeles, and Paul R. Bartlett, KFRE Fresno. The State will be divided into nine districts.

CHNO Sudbury, Ont., new bilingual 1-kw station on 1440 kc, officially went on the air June 24 at 8 p.m., with dinner and special programs marking the opening.

Jones

(Continued from page 69)

Ind.), and Richard Simpson (R-Pa.).

In his rambling testimony, Mr. Pearson drew in the names of J. Leonard Reinsch, radio advisor to the President, Leslie Biffle, secretary of the Senate minority and close personal friend of President Truman, House minority leader Sam Rayburn, and Robert H. Hinckley, former CAA chairman, now an ABC vice president. He linked their names with purported pressure against FCC at the White House, because, he charged, the Commission had decided adversely station applications in which they were interested. This again drew from Senator Capehart a lecture on "innuendoes and half-truths."

Mr. Pearson said he had two "selfish and personal motives" for opposing Mr. Jones, aside from those relating to his political associations and ideologies. One was as a commentator (on ABC), and the other as an applicant for the facilities of WBAL Baltimore, owned by Hearst. He questioned whether a man of Mr. Jones' background, would give him a "fair hearing."

Rep. Jones, after denying the "insinuations" of Mr. Pearson, said he believed absolutely "in the American principles of the constitutional guarantees of free speech and a free press."

He said he believed that "each and every colleague on both sides of the aisle will say that, if confirmed, I will look at the problems objectively."

P. O. Box 672
Odessa, Texas
June 30, 1947

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KECK features MUSIC AND NEWS! Music *from the largest library in the largest state.* News *from reliable PA.* Good Announcers *are a must!*

Mathematicians and The HOWARD H. WILSON COMPANY can show you how to reach these radio families for as little as .00007488 of a cent *each!!!*

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KFMB *sells* **SAN DIEGO**

San Diego is the "buying" spot for over 465,720 people—reached from the "inside" by KFMB. For complete coverage specify KFMB—San Diego's best "buy"!

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BASIC AMERICAN NETWORK
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SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
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Lea Decision

(*Continued from page 13*)

tions were advised to duplicate if they desired, and to notify union representatives of such intent.

Executives of AFM, IBEW, AFRA and other unions were not prepared to comment officially last week on import of the decision and overriding of the veto. All were studying both with care, and in many cases volunteered the belief that necessary adjustments would not be too serious from the union standpoint.

IBEW, for example, believes its closed shop contracts can be converted to union shops, which it claims are more numerous among its locals. IBEW noted that work of supervisors is more closely allied to employes in its field than is the case in many other lines.

Among the talent and professional unions the matter of organizing different types of employes under one contract will be conducted on a new level. Employers now cannot be forced to deal collectively with diversified groups unless a majority votes for inclusion in a larger unit.

(For detailed analysis of effect of Taft-Hartley Act on broadcasting see separate analysis on page 79.)

Petrillo and the AFM are special targets of the court decision and veto overriding. Some of the music czar's most potent weapons are rendered illegal. These include feather-bedding and standby practices; secondary boycotts, under which pressure is exerted on networks to force concessions by affiliates; recording fees exacted to build up an unsupervised welfare fund; and closed shop tactics.

The new freelance clause affects negotiations of writers and directors (see below), and the professional classification provision affects AFRA, IBEW, ACA and others.

All along the line broadcast and union executives are going carefully into provisions of the two laws. Many provisions of the Taft-Hartley Act must await court interpretation. They will be challenged by unions. The Lea Act decision did not cover the two weapons Petrillo uses to enforce feather-bedding and other practices —strikes and picketing. These practices probably will be ruled on when cases come to the high court on specific violations. This may develop after the Chicago District Court tries Petrillo on the complaint filed last year by the Government (see separate story).

Doherty Comment

Richard P. Doherty, NAB director of Employe-Employer Relations, speaking Wednesday before the North Carolina State Broadcasters Assn., Atlantic Beach, Morehead City, N. C., said that "contrary to the declarations of certain persons, the Taft-Hartley Bill is not punitive legislation nor does it undermine or devitalize the union movement in the United States. This new law does penalize those few labor leaders who have, in their previous practices, violated the sound principles of genuine collective bargaining and who have abused the real spirit of industrial democracy."

"So far as the radio industry is concerned," Mr. Doherty said, "the chief effects of the Taft-Hartley Bill will be to render ineffective and illegal the closed shop, such as commonly demanded by IBEW. However, the union-shop will unquestionably be the alternative choice of IBEW as it hitherto has been of AFRA, ACA and other unions in the broadcast field.

"Furthermore, the vicious use of the secondary boycott has been made an illegal labor practice. All broadcasters are aware of the fact that this was one of the major demands of AFRA in its network negotiations last fall.

"However, other unions, including AFM, have in one form or another utilized, or attempted to utilize, the secondary boycott as a means of achieving their goal. In most such instances, the pressure has been put upon networks in order to achieve specific results among the affiliated stations. Such unions must now abandon these practices and turn to direct negotiations with individual stations.

"Although the jurisdictional strike has not, in the past, been a major factor in the radio industry, it has continued to be a constant potential threat to industrial harmony. The terms of the present bill will undoubtedly avoid much of the jurisdictional conflict which otherwise would have been almost certain in the radio industry, especially with the development of television.

"No basic rights of American laborers as guaranteed under the National Labor Relations Act have been violated or, in any way, shape or manner, undermined by the Taft-Hartley Bill. Employes in the radio industry and in all other industries still have their full freedoms regarding their voluntary choice of collective bargaining but without the coercive malpractices of those relatively few union leaders who have regarded their official positions as exceeding the wishes and welfare of the rank and file.

"I sincerely hope the American industrial scene will not be dominated by either reactionary management leaders or reactionary labor leaders. The challenge today for both labor and management officials is to pursue a course of real statesmanship so that undue industrial strife will be avoided and so that the American economic system may be guided along a road of genuine employe-employer cooperation."

New York View

The court confirmation of the Lea Act and the new labor law were viewed with particular interest in New York, center of the radio industry's complex labor structure.

Industry officials were reluctant to guess the full potentialities of the legislation until they had studied it in greater detail. They were agreed, however, that present labor practices would be subject to closest scrutiny.

It was believed doubtful that present union contracts would be seriously affected by the legislation. The full effects of the bills would be felt when it came time for contract renegotiation, it was thought.

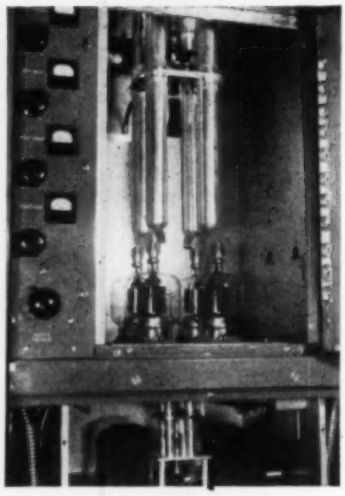
First major negotiation likely to occur under the new legislation is that between the AFM and recording companies whose present agreement expires next Dec. 31.

At least one provision of the present AFM recording contract will probably be revised in any future agreement. This is the recording companies' contribution to the AFM welfare fund, a royalty arrangement which could not be renewed under the Taft-Hartley Act, it was thought.

The Taft-Hartley Act specifies that such funds must be jointly administered by employer and unions, and the Lea Act forbids a union to coerce or compel a company to "pay or agree to pay any exaction" for the privilege of making records or transcriptions.

Industry representatives in New York also were studying with interest the possibilities implied in the recent warning by James C. Petrillo, AFM president, that AFM musicians might be directed to quit working for record companies and that the AFM might go into the record-making business.

The main question in such an



QUADRILINE 10-kw power amplifier is heart of new FM transmitter developed by Radio Engineering Labs [BROADCASTING, June 16], which Prof. E. H. Armstrong, inventor of FM method of broadcasting, said will "sparkplug FM as the 50-kw transmitter did AM." First Quadriline unit is being sent to WRAL Raleigh for installation following its initial showing to press and industry.

KMBC FM

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Twenty years of faithful service to American agriculture makes WIBW the most-listened-to-station in Kansas and adjoining states.

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eventuality was whether a work stoppage of that kind would constitute a violation of the Taft-Hartley Act, whose announced purpose is to prevent industrial strife which interferes with the normal flow of commerce and is inimical to the public interest.

Union leaders in New York were similarly hesitant to predict the effects of the legislation. All were awaiting further study by their legal counsel.

'Lawyer's Honeymoon'

One attorney for a major radio union described the Taft-Hartley Act as a "lawyer's honeymoon" which would introduce legal intricacies into labor relations. He said that as yet it was impossible to assess the full implications of the Act.

Few unions were expected to take precipitate action. One, however, the New York local of the Radio Directors Guild, proceeded with a strike vote as planned (see story page 36).

Of all radio unions in New York only the directors and the Radio Writers Guild were expected to be immediately concerned. The RDG has requested the networks to open negotiations on behalf of freelance directors, and the RWG is in the midst of negotiations on behalf of freelance writers, now apparently independent contractors.

A negotiational session between network representatives and the RWG was scheduled Friday, and Guild attorneys were working late to ascertain how the new laws would affect progress of the negotiations.

The CIO United Office & Professional Workers of America, which has recently been actively organizing white-collar workers in New York radio, issued a militant announcement that it intended to intensify its "activities on the political front" and did not propose to "allow the Taft-Hartley Bill to halt for one moment our efforts to protect and improve the conditions of white collar workers."

An example of the kind of union practice which, it was thought, would be outlawed by the restrictive legislation recently involved the International Alliance of Theatrical Stage Employes, IBEW and CBS.

CBS cancelled two planned telecasts from a fashion fair at Madison Square Garden, New York, when IATSE, whose stagehands were working at the fair, demanded the network hire an IATSE standby crew of four if CBS engineers, who are members of IBEW, were to enter the Garden.

Feather-bedding practices of this kind, network executives thought, were specifically prohibited in the Lea Act and doubtlessly illegal under the Taft-Hartley Act.

In his opinion to FMA members, Leonard Marks, FMA general counsel, emphasized that the court held unequivocally that Congress had the right to outlaw featherbedding but did not pass on the union's right to picket a station.

He drew these conclusions:

1. That FM broadcast stations can now broadcast the same programs, whether local or network, that their AM stations carry without employing additional program personnel. Since this duplication is solely a mechanical process, additional program personnel would not appear to be needed by the licensee to perform any additional service.
2. It is now unlawful for a union to require a radio broadcast station to employ a greater number of persons than are needed by such licensee to perform actual services. This can be construed to prohibit a union from forcing a station to pay "standby" fees.
3. The number of persons needed to operate a broadcast station becomes a question of fact for a judge or jury to decide in the event of a dispute with the union.

Still unsolved, Mr. Marks said, are such questions as the number of employes needed by a station, which involves these three points.

1. How skillful are the employes in the performance of their duties?
2. Shall the managerial ability of the station supervisors be considered?
3. Is it desirable that shorter hours be adopted for employes, or shall the advantage in take-home pay for overtime work be used as a basis for deciding how many men are needed?

He made the following recommendations to the FMA membership:

1. If you have an AM station affiliated with a national network, communicate immediately with your network representative and request that you be authorized to duplicate your AM programs on your FM station.
2. If you operate an FM station only and it is affiliated with a national network, communicate with your network representative and request that you be authorized to broadcast musical programs on your FM station.
3. If you operate a non-network station and desire to duplicate musical programs on your AM affiliate, notify your union representative that you propose such duplication without hiring any additional musicians.

David Katz, counsel for Chicago local of the AFM, told BROADCASTING the union has no quarrel with the Supreme Court over its decision. He said, "I think we have a good Supreme Court and it did what it thought was best."

Mr. Katz didn't know what Mr. Petrillo's plans would be, but noted that the AFM head would be called before a House committee July 7 for hearings on union practices (see separate story). Mr. Katz indicated he will confer in Washington with Joseph Padway, general counsel for the AFM.

Mr. Petrillo was unavailable all week for comment other than an observation following word of the Court's decision. At that time he told newsmen, "The Supreme Court has spoken. This is my country and the Supreme Court makes the final rulings on its laws. No one will ever say that Jim Petrillo fought his country or the Supreme Court. I thought I had the law on my side, and I made the best fight I knew how. The Supreme Court has spoken and I bow to its dictates."

Charges Against Petrillo

When Mr. Petrillo appears again before U. S. District Judge Walter La Buy, he will defend himself against a charge of "wilful intimidation in coercing station WAAF to employ additional librarians," or alleged violation of the Lea Act. Conviction would result in a maximum sentence of one year in jail and a maximum fine of $1,000, or both.

Many Chicago broadcasters agreed the decision would "free" stations from compulsion in hiring more AFM workers—musicians, librians, etc.—than they actually needed and that stations could, once again, operate on a "business" basis.

A spokesman for NBC Central Division told BROADCASTING that, while higher network heads had not yet handed down any formal policy, "radio was, once again, after all these years, back on an even plane."

"It means," he declared, "that a station can once again hire as few musicians and librarians or as many as it needs without compulsion from the union. It means that broadcasting, which has been off keel in this respect all these years, is finally back to normal."

He added, however, that the decision would not, in the long run, greatly affect NBC Central Division, saying, "as a matter of fact, we employ some 45 musicians in addition to a dozen other members of AFM, such as librarians, etc. We can actually use that many, so it doesn't affect us too much in that respect." He pointed out that the smaller station stands to gain the most.

Asked if he thought Mr. Petrillo would carry out his original threat of all-out war on the radio industry, aimed particularly at the networks, if the Lea Act were upheld, he said, "I don't think so. And I don't think he would get very far if he did." Mr. Petrillo made the threat at the AFM convention last year in St. Petersburg, Fla.

Bradley Eidmann, manager of WAAF Chicago, selected by Petrillo last year as the "guinea pig" in the original test case, told BROADCASTING the case was "strictly the Government's show now" and that "the decision speaks for itself." The AFM czar is charged with attempting to force WAAF to employ last June three additional music librarians, which the station asserted it did not need. When WAAF refused, Mr. Petrillo

(*Continued on page 78*)

D. C. BASEBALL VIDEO CONTRACTED ON WTTG

WTTG Washington, DuMont television station, will televise all remaining baseball games of the Washington Senators played at Griffith Stadium, sponsored by Lacy's, Washington electrical appliance dealer. These telecasts mark the first special events series to be sponsored in Washington.

First game was to be televised Saturday, June 28, between the Senators and the Boston Red Sox. Bob Wolf is doing the play-by-play description.

Lacy's account is handled by Henry J. Kaufman & Assoc., Washington.

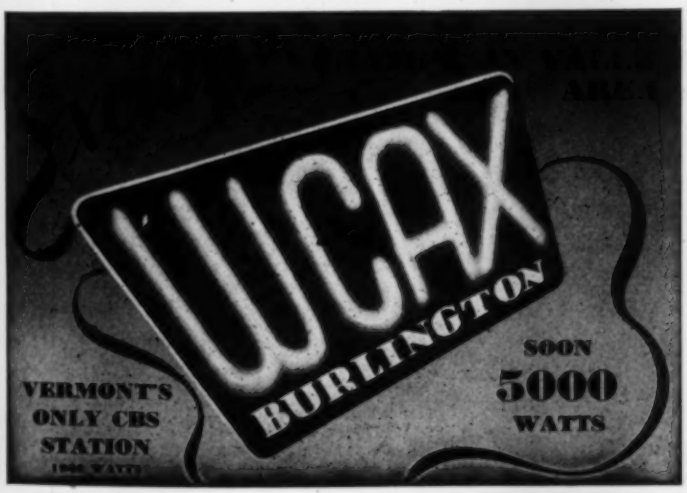
Perfect Partner
for Thrifty Sales

MORE customers and MORE "buying" dollars for you in the Norfolk Market NOW than in '46, '45, '44.* And WTAR delivers more listening customers than all other stations combined, outside listening near nil. (Hooper CM, Fall-Winter, '46-'47)

*Sales Mgt. Survey of Buying Power, '44 through '47

NBC AFFILIATE
5,000 Watts Day and Night
Nat'l Rep.: Edward Petry & Co.

WTAR
NORFOLK, VA.
Operator, WTAR-FM, 93.1 frequency



Lea Decision

(Continued from page 77)

called a strike against it, picketing the studios.

Ralph Atlass, station manager of WIND Chicago, looked at the decision in another light. He told BROADCASTING the "most significant aspect" of the decision, in his opinion, is the effect it will have on the judicial aspects of the Taft-Hartley bill. He added that stations at large will have more "assurance" now since the constitutionality of the act has been established.

A spokesman for a Chicago independent station minimized immediate import of the ruling, pointing out that, while the law was upheld, it remained to be established in District Court whether Petrillo had actually violated the Lea Act. He said further there was "much room for interpretation", concluding, "We don't know just how it will affect us until the District Court acts, and that may be months yet. All we know is that the law is valid."

Spokesmen for CBS and ABC declined to comment.

West Coast

On the West Coast network executives awaited policy statements from their New York headquarters. Independent station managers were outspoken, but advertising agencies felt precise effects would not be known until a background of experience has accumulated.

Lewis Allen Weiss, MBS board chairman and Don Lee network vice president and general manager, said: "Validation of the Lea Act is not going to minimize the employment of musicians within the broadcasting industry. In fact, I sincerely hope it does not. Simply stated, we welcome the opportunity to utilize them to the greatest program benefit of our network and, in turn, the listener."

William B. Ryan, general manager of KFI Los Angeles, said: "We are very pleased with the decision. It will prove extremely helpful to radio and will expedite development of FM and television."

Robert O. Reynolds, vice president and general manager of KMPC Hollywood, said: "Since our program plans call for more live programming consistent with our new 50 kw, we are likely to increase rather than decrease the use of music. The ruling will provide relief where excesses were forced in the past and give stations an opportunity to work out equitable solutions of their hourly musical needs."

'Industry Opportunity'

William J. Beaton, president of Southern California Broadcasters Assn. and general manager of KWKW Pasadena, said, "This action affords the industry an opportunity to know where it stands. It will bring us closer to an understanding of costs."

Calvin J. Smith, general manager of KFAC Los Angeles, said, "Since we employ no musicians, we are unaffected. Some stations will undoubtedly be able to diversify their program schedules through the introduction of small musical combinations."

Wilt Gunzendorfer, general manager of KROW Oakland and secretary-treasurer of the Northern California Broadcasters Assn., said, "The Supreme Court has afforded the broadcasting industry hope of release from future feather-bedding."

Philip G. Lasky, vice president and general manager of KSFO San Francisco, said, "The radio industry and the musicians have a great deal in common, and the current developments of the business promise unlimited possibilities. The Lea Act paved the way for broadcasters and members of the AFM to serve each other on an expanded basis, making it possible to develop and share the future together."

Milwaukee Birthday

WISN Milwaukee's 25th anniversary June 22 was honored in novel fashion when WEMP Milwaukee aired a series of congratulatory station breaks every hour through the day and evening. It was just a friendly birthday surprise from WEMP Manager Hugh Boice to WISN Manager Gaston Grignon.

Practices of Petrillo and AFM To Be Aired by Committee

UNFAIR LABOR PRACTICES by James Caesar Petrillo and his AFM will be the focal point of an investigative hearing being opened July 7 by a subcommittee of the House Labor Committee headed by Rep. Carroll D. Kearns (R-Pa.), it was learned last week.

Rep. Kearns said his three-man group was "assimilating" material gathered through weeks of intensive nation-wide investigation and would work on background material right up to the opening day of the hearing.

Mr. Kearns said that the number of witnesses and their identity depends completely upon the kind of testimony offered by Mr. Petrillo. The union chief might be the only witness, he added, or there might be as many as fifty.

He declared that interest in the investigation was nation-wide, and that out of some 2,000 individual radio stations queried on their relationships with the union, 1,900 had responded. In addition, the committee has about 200 detailed complaints against the AFM.

Meeting Next Week

The Committee will meet July 7 and 8 and then recess until the next week so they will have time to digest the testimony of the first two days. Rep. Kearns indicated that the Committee is well aware of the "caginess" of its subject and intends to proceed with care.

The hearings promise to be among the most colorful and well-attended "spectacles" of the 80th Congress. Mr. Kearns said he had invited not only the full House Labor Committee to sit in but also the entire Senate Labor group. All guest legislators will be permitted to join the cross-examination.

The emphasis on unfair labor practices is preliminary to a prospective probe of "union racketeering", with the Petrillo union providing the first "case" of a number of other unions in the movie, entertainment and allied industries scheduled for the study of the Labor Committee.

Thus, at least during the opening days of the hearing, the committee will examine the case of the industry versus the union. It is not yet known whether any individual stations or representatives of the networks will be called up to testify against the AFM. Mr. Kearns indicated, however, that he did not think that the networks were anxious to testify. It may be another matter with the smaller stations, he added, pointing out that many independents had already contributed heavily to the information on which the Committee is basing its examination.

If the Committee's work proceeds satisfactorily, it will delve into the relationships between the union and its membership. Mr. Kearns declared that actually only a very small percentage of union membership—he estimated less than nine per cent—are full-time musicians and that the union leadership gains much of its power through the failure of an absentee membership to register its will.

He declared that there was no way of knowing until the hearings are well under way, where they will lead—whether it will merely be an exposure of some union practices, or whether it might eventually produce court action of some kind.

He said he thought the greatest single possible influence on AFM would be the recently passed labor bill—now law—but even there it was impossible to tell now how unions will operate under the new statute.

Mr. Kearns said he is planning to go to California for an additional three weeks of investigations and hearings on racketeering in unions connected with the movie and entertainment industry.

Curtis Renewal

THE CURTIS Circulation Co., Philadelphia, effective Aug. 4 for 52 weeks, renews *The Listening Post* on ABC, Mondays, Wednesdays and Fridays, 10:45-11 a.m. Agency is BBDO, New York.

Radio Benefits From Taft-Hartley Act

Secondary Boycott Ban Outlaws Strong AFM, AFRA Weapon

HOW does the Taft-Hartley Act affect relations of broadcasting employers and employes?

Examination of its provisions, section by section, brings out a number of important provisions of interest to all parties. This analysis is not to be construed as an interpretation of the law. Rather it is designed to point up some of the features deserving further study.

Many of these provisions will be interpreted in varying ways pending final decision by the courts. Among pertinent effects of the law on radio, as informally interpreted by labor relations specialists, are the following:

No new closed shop contracts signed after June 23 are enforceable except that those signed prior to Aug. 22 may be valid if for less than a year. Most AFRA contracts are of the union shop type. (A closed shop requires union membership before starting work; a union shop requires membership after starting work, perhaps as much as 60 days.)

Must Meet Standards

Union shops are not outlawed but unions must meet certain standards and employers must be willing. Unions cannot force adoption of the closed or union shop. The unions must be chosen by a majority of the employes as bargaining agent. Unions must file financial reports and loyalty (non-Communist) affidavits for their officers (most unions now file financial reports). Voting of employes on union representation must be under NLRB conditions and supervision, with results certified. Employers may sign union shop contracts if they desire.

If an employer has a union shop, workers cannot be penalized by an employer for loss of union membership except in case of nonpayment of union dues. Even so, a union cannot force an employer to fire a worker if the employer believes the union has made it difficult for the individual to join its ranks. Violation of this clause by either union or employer is an unfair labor practice.

A feather-bedding clause in the Taft-Hartley bill is considered more general than the Lea Act language, which specifically applies to broadcasting. The Taft-Hartley language calls it an unfair practice "to cause or attempt to cause an employer to pay or deliver or agree to pay or deliver any money or other thing of value in the nature of an exaction for services which are not performed or not to be performed." This section makes many standby practices illegal and even raises questions about propriety of paying an employe for a rest period, or for sign-on time.

Sympathy strikes are outlawed, with damage suits authorized under the law. Recognition strikes of some types are outlawed. This includes types of secondary strikes and boycotts.

Secondary Boycott

The secondary boycott ban, Sec. 8 (B) (4), considered the most important part of the law to broadcasters, makes illegal one of the strongest weapons of AFM and AFRA, especially in the case of networks. Two remedies are provided employers—injunctive relief from NLRB or damage suit against the offending union. However, there is no remedy for an employer if a union member refuses to cross the picket line of a legitimate striker.

Employers now may talk with relative freedom to employes about unions and union membership, so long as they do not coerce or threaten employes. An employer, for example, could not go so far as to tell an employe he would be fired if he joined a union.

Section 304 of the Act raises a question of doubt over right of a union or corporation to buy radio time for speeches for or against a national political candidate. The law itself is not specific on the subject but Senate debate on the section [CONGRESSIONAL RECORD, June 5, Page 6596] indicates such is the intent of the section. Outstanding example of such use of radio was the purchase of time on all networks in 1940 by John L. Lewis to make a speech for Wendell Willkie.

Broadcast management still must bargain with workers if they have majority representation of their working unit.

Section 9B of the new labor law requires NLRB to isolate professional employes into separate units unless a majority votes to stay in a larger unit. This involves a union contract covering announcers and technicians at a station, for example. Definition of "professional" is that written by the Wage &

(*Continued on page 82*)

House Committee Quizzing Shows NAPA-AFM Relations

CROSS-EXAMINATION of Maurice J. Speiser, counsel for the National Association of Performing Artists, by a House Judiciary Subcommittee last Monday revealed a definite relationship between NAPA and James Caesar Petrillo's AFM.

Mr. Speiser appeared before the group as sponsor of two bills to grant royalties to performing artists and exact similar payments from juke-box operators for the privilege of playing recordings in profit-making establishments.

Questioning led to the disclosure that AFM had contributed money to NAPA first in 1937, when the NAPA bills were originally introduced. Another contribution, amounting to about $7,500, was made in 1940.

Mr. Speiser denied, however, that AFM is directly interested in, or backing his legislation. Rep. Francis E. Walter (D-Pa.) led off, asking whether passage of the proposed bills would make it possible for AFM to dictate the terms of licensing between members of NAPA and AFM.

Mr. Speiser replied that Mr. Petrillo is doing substantially the same thing now, "in a highly illegal manner, and has given great unrest to the other labor unions throughout the country in related industries by assessing a royalty on the production of records." When Chairman Earl R. Lewis (R-Ohio) asked whether there is any connection between "you and Petrillo", Mr. Speiser replied with a flat no."

He conceded, however, that all musicians who are members of NAPA are also members of AFM. Under questioning, he went on to admit that AFM New York local 802 contributed money to NAPA in 1937 and that he had himself at times asked AFM for other contributions.

A second AFM contribution was made in 1940. Mr. Speiser estimated at first that this contribution amounted to "about $5,000." Upon committee insistence, however he admitted that "it might have been as much as $7,500."

Committee's Purpose

BROADCASTING learned that the questions involving AFM originated with a subcommittee of the House Labor Committee. Rep Carroll D. Kearns (R-Pa.) and Richard Nixon (R-Calif.), two members of a three-man group scheduled to make a full-dress investigation of racketeering in the Petrillo union, sat in on two of the NAPA bill hearings [BROADCASTING, June 23]. They were seeking to determine whether there was any conspiracy between the two groups, the Association and the union, to back legislation which would particularly benefit the musicians.

Monday's hearings wound up more than three weeks of testimony on the two bills. Opposition came from the American Society of Composers, Authors and Publishers, the Songwriters Protective Association, Broadcast Music Inc., and juke-box operators from all over the country. The volume of opposition and the tone of testimony indicated that the Judiciary Committee will either shelve the proposals or issue an unfavorable report. This was the first time since the bills were originally introduced in 1937 that they have been accorded a hearing.

Mr. Hal Winters
Grant Advertising, Inc.
New York City

Dear Hal:

That feller, John Gunther, certainly knows what he's talkin' about in his new book, "Inside U. S. A.," especially when it comes to his story about our "Magic Valley." Get a copy of the book, turn to page 716, and you'll find our story . . . and remember, only WCHS can give you COMPLETE coverage in this market.

Yrs.
Algy

WCHS
Charleston, W. Va.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Experienced announcer. $275 monthly, 48 hour week or $210, 40 hour week with fees. Send disc, recent photo and three personal references. Key station regional network. Speed essential. Box 572, BROADCASTING.

Program manager. Michigan AM-FM operation wants man in late twenties or early thirties who has handled program management for at least three years at same station. Ambitious announcers need not apply. Send photograph and salary requirements with application. Box 631, BROADCASTING.

Engineer-announcer wanted by 250 watt CBS station located on Florida's west coast. Ideal working conditions. If you are first class engineer with average announcing ability and want to live in Florida, send full details. Box 706, BROADCASTING.

Help wanted—Experienced engineers, with first class ticket for control room and transmitter operation of 1000 watt station serving metropolitan area on east coast. Box 712, BROADCASTING.

Alert and aggressive station manager for 250 watt Texas station. Want man who has had managerial experience in similar operations and preferably in all phases of broadcasting. Must be resourceful and capable of assuming full responsibility for station operation. Give full information including age, experience, etc., in detail. Address Box 713, BROADCASTING.

Chief engineer, important eastern 5000 watt station. Must be thoroughly experienced designing, installing, maintaining studio and transmitter broadcast equipment. Must have executive and practical ability. Include detailed resume of experience, references, salary requirements. Box 735, BROADCASTING.

Directional antenna design engineer with actual successful experience for associate status. Work in Washington. Prefer Washington resident. Please send pertinent data. Box 756, BROADCASTING.

Engineer—Transmitter, 250 w network affiliate southeast. Good working conditions. Box 765, BROADCASTING.

California calling radio ad salesman, qualifications: good record, ambitious, clean liver, stock of ideas. Good proposition. New full timer, population 40,000. Send picture with letter. Box 772, BROADCASTING.

Wanted: Chief engineer, familiar with installation, operation 500 watt station in Pennsylvania. Permanent. Box 777, BROADCASTING.

Wanted: A good all-round announcer for 5 kw midwest CBS outlet. Salary commensurate with ability. Send all details, including photo and audition disc. Box 778, BROADCASTING.

Wanted. First class telephone man with announcing ability. Send photo, disc and salary expected to WNVA, Norton, Virginia.

Salesman wanted—1000 watt daytime station. Richest section in North Carolina. No floaters. Must be sober, live and energetic who can sell steady business on its merits. Station operated in connection with daily newspaper. If you are willing to work send qualifications and letters direct to Walter Hester, Manager, Radio Station WHPE, High Point, North Carolina.

FOR SALE

One 265' Lingo tower, perfect condition, complete with all accessories, available about September 15. WTAR, Norfolk, Va.

Help Wanted (Cont'd)

Engineer-announcer wanted by 1000 watt NBC station in citrus belt of Florida. Experience in routine announcing required. First class license required. Good salary. Opportunity for advancement. Radio Station WLAK, Lakeland, Florida.

A live-wire salesman wanted by an established 250 watt Mutual station to spend part of his time at station, about 300 miles from New York and part of his time in New York contacting national accounts. Must be sober and industrious. Good connection for a good man. Write Box 787, BROADCASTING.

Engineer—No experience necessary. First class ticket. Write immediately WTOB, Winston-Salem, North Carolina.

Ad lib expert capable doing interviews, disc shows, remotes for well established southeastern NBC affiliate. Good salary for experienced man. Box 800, BROADCASTING.

Transcription salesman for complete line of open-end shows. Excellent southern and southeast territories open. Drawing account and commission. State full details. Box 803, BROADCASTING.

Full staff except general manager required by new fulltime standard local eastern Pennsylvania city; population 100,000, total coverage exceeds 250,000. Probably affiliate with major network. Only one other fulltimer in area. On air about September 1. Send full details Box 805, BROADCASTING.

Experienced time salesman of highest character and proven ability needed by new local station in large Texas market. Box 806, BROADCASTING.

Salesman with experience, 30-40 years of age, to contact commercial broadcasting station selling complete new installation and maintenance equipment. Technical or engineering experience necessary. Must have car. Considerable traveling involved throughout southwest. Salary $300 per month plus performance bonus. Box 808, BROADCASTING.

Sports-newscasters. Salesmen, copywriters, announcer-operators. Write: RRR, Personnel Agency, Box 413, Philadelphia.

Versatile commercial announcer needed for MBS affiliate. Must be experienced. Send record and photo with letter. WILS, Lansing 30, Michigan.

Wanted—3 engineer announcers $60.00 per week. Also, one first class copywriter $50.00 per week. Sleeping quarters furnished. Write full qualifications and experience. WVOS, Box 167, Liberty, N. Y.

Combination operator-announcer first class ticket. Air mail photo, disc. Dry climate, trout country, housing. KPRK, Livingston, Montana.

Situations Wanted

Radio executive—17 years fully rounded business experience with station, agencies, network and government. Well known in industry. Now in New York agency looking for manager spot with interest in northeastern station. Box 813, BROADCASTING.

Available late July or early August—29 years old, 10 years experience all phases broadcasting. Can build your station from the ground up and handle any job in it from chief engineer to manager. Excellent program man, writer, announcer. Hold first phone with 10 years time, 5 chief's time. Can furnish best references, etc. Now in Europe doing specialized work for Army. Consider any opening with good future. Box 710, BROADCASTING.

Continuity writer-announcer, experienced, good ideas, conscientious, capable. Box 732, BROADCASTING.

Program director-announcer thoroughly experienced. 24, college grad. Excellent references. Single. Box 747, BROADCASTING.

Young woman desires work with new FM station out west. Acting, writing, and announcing. Write Box 757, BROADCASTING.

Situations Wanted (Cont'd)

Detail man—An administrative assistant, correspondent, expediter who can effectively handle your burdensome business extras. Diversified broadcasting experience, dependability and ambition qualify me for your offer. Presently employed but desirous of permanent, salaried position. Housing more important than immediate earnings. Box 799, BROADCASTING.

Conscientious, experienced announcer desires change with permanency. Married, dependable, references. Available immediately. Box 758, BROADCASTING.

Engineer—29, single, ten years experience which includes broadcast transmitter-studio operation; design, construction, test of radio equipment and Naval service as chief ART. First class phone license, two years EE college. Desires northeast including Washington, D. C. Box 759, BROADCASTING.

Sportsman-announcer, 27, married, versatile, experienced play-by-play all major sports. References, disc, and photo upon request. Prefer midwest. Box 761, BROADCASTING.

Reliable, versatile announcer. News, special events, records. Three years experience. Married. Any location with living wage considered. Box 763, BROADCASTING.

Program director with six years experience; announcer with two years experience available in two weeks—single or together. Will travel. Box 764, BROADCASTING.

Commercial manager. Twelve years prewar experience, developed three new stations, thirty day availability. Box 766, BROADCASTING.

Program director. 11 years experience top midwestern network affiliate and western indie. Desire permanent position with western station. Family man. Excellent references. Box 768, BROADCASTING.

I'm looking for a progressive new western station in need of a manager who will build the station solidly in the community. 11 years experience in all phases, including manager. Excellent references. Married, children. Have basic staff if necessary. Box 769, BROADCASTING.

Announcer-writer, 27. College graduate, journalism. Qualified all phases radio production. Pleasing voice. Will travel. Married, reliable. Box 770, BROADCASTING.

Radio school graduate, 1st class phone, vet, 33, married, desires opportunity to get into broadcasting. Box 771, BROADCASTING.

Disc jockeys? There arn't many. Most are would-be comedians who utilize records for breathers. If you want a veteran with proved, well built show about music and musicians, with nine years in radio, write Box 773, BROADCASTING.

Experienced announcer, assistant program director wants job in 1000 watt or larger station, record shows, participation, some sports, prefer south. Box 774, BROADCASTING.

Announcer-writer. Experienced, operate console. Employed now. Desire position midwest. Married, 27. Excellent references. Disc-photo on request. Box 776, BROADCASTING.

Transmitter man. First class license. Experienced to ten-kilowatts. Desire better myself. Box 779, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Engineer, grad RCA two year intensified engineering course. Experienced in design, construction, installation, operation, maintenance of all equipment and announcing. Single, references. Box 321, Pittston, Pa.

Hardworking, reliable announcer. Disc jockey. Salary no object. Elroy Cooper, 319 W 25th, Vancouver, Washington.

Experienced announcer—Network and independent, familiar with all phases of broadcasting, selling, copywriting. News and special events a specialty. Sober, reliable, family man. Best of references. Photo and transcription upon request. Box 2128, San Diego. Telephone collect, Franklin 9-4866. West coast preferred.

Situations Wanted (Cont'd)

Program director-announcer. Experienced all phases. 27, married. Presently employed, desires position midwest. 3 years journalism-radio training. Administrative background. Disc-photo available. Exc. ref. Box 775, BROADCASTING.

Announcer—Pleasing voice, single, young, versatile. Trained all phases of radio. Disc and photo on request. Write or wire Stan Kotel, 416 Ft. Washington Avenue, New York, N. Y.

Announcer. Experienced, versatile. Wishes staff work. Veteran, 26, married. Will go anywhere. Disc, photo available. Stan Mierz, 3110 Castro Valley Blvd., Hayward, Calif.

Engineers, first class, with extensive modern training for commercial broadcast. FM and television. Contact R. E. Hinkel, Central Radio Schools, Inc., 17th and Wyandotte, Kansas City, Missouri.

Topnotch sales and promotion man. Past year in charge of sales leading industrial motion picture firm. Proven background in radio sales, promotion, merchandising and research. A real producer with a good record of sales. Box 794, BROADCASTING.

Transmitter engineer. Experienced, vet, 1st phone. Grad RCA Institute. Box 780, BROADCASTING.

Experienced announcer—plus AFRS. Just completed refresher leading school in Radio City. Have toothbrush and comb: will travel. Box 781, BROADCASTING.

• MANAGER

Long experience in all phases of broadcasting, 10 years as manager top regional outlet in highly competitive market. In radio since 1930, also have background 10 years newspaper business and 5 years in top government radio position. Have excellent Washington, New York contacts. Know labor law and relations. 45. Married. Box 702, BROADCASTING.

STATION MANAGER

seeking new location with midwest or Pacific Coast regional or small market station. Twenty years in programming, promotion and management. Will build your ratings, sales and prestige. Family man. Top references. Box 814, BROADCASTING.

SALESMAN wanted for FM station in one of three top market areas. Must have experience and personality consistent with high grade station policy. Please send photograph, if convenient. Box 762, BROADCASTING.

THREE KW FM TRANSMITTERS

Standard make—Installed Aug. 1946
Now in operation, may be inspected at your convenience

PRICED RIGHT

BOX 760, BROADCASTING

Program manager. Michigan AM-FM operation wants man in late twenties or early thirties who has handled program management for at least three years at same station. Ambitious announcers need not apply. Send photograph and salary requirements with application. Box 688, BROADCASTING.

Situations Wanted (Cont'd)

nnouncer, experienced, desires opportunity, permanency. Disc, sports, specialty. Size of opportunity, not station, important. Disc, photo. Box 785, BROADCASTING.

taff announcer. Personable voice that will sell your commercials. Grad leading NY announcers' school. AFRS experience. Wide knowledge classical and popular music. Can sing. Single. Will travel. Disc and photo. Box 786, BROADCASTING.

ngineer. 1st class phone. Grad leading NY technical schools. Set up and operated several stations for 5th Air Force. Will travel. Box 788, BROADCASTING.

nnouncer, vet, graduate leading NY announcers' school. Single, ambitious, hard working. Seeks progressive affiliation. Disc. Will travel. Box 789, BROADCASTING.

ngineer. 1st class phone license. Experienced. Box 790, BROADCASTING.

nnouncer. Yours for the asking. Young, experienced, good talents. Box 791, BROADCASTING.

f you can make room for young, energetic, creative time salesman; keenly competetive, skilled in sales, programming, sales promotion and merchandising—I'm your man. Have five years major network and local radio background in New York. Excellent references, dependable, very personable. Have strong responsibility but will go anywhere for good opportunity. Box 792, BROADCASTING.

ommercial manager. Young, aggressive. Proven sales record. No armchair executive, but a real producer. Also, experience in promotion and research. Box 793, BROADCASTING.

ngineer—1st phone. Graduate RCA Institute. Army servicing and recording experience. No announcing. Available after August 15. Box 795, BROADCASTING.

ngineer. 1st class phone, graduate of radio school. Merchant Marine radio operator four years. Reliable, sober, married. Box 796, BROADCASTING.

tation manager. Want to put to use 8 years background and experience in sales personnel, administration, production and programming in development of small station. Excellent organizer. Vet, married, 38. Best references. Will travel. Box 798, BROADCASTING.

Television engineer: Prefers west. RRR, Personnel Agency, Box 413, Philadelphia, Pa.

nnouncer-selling writer. Vet, 23. Some experience. Peppy delivery. Disc available. Vic Mestes, 1511 S. Sawyer, Chicago. Phone Rockwell 6699.

nnouncer. Vet, married. Good background. Well trained. Desires position a small station. Disc and photo on request. John Morrisroe, 2922 W. Adams, Chicago, Illinois.

I love radio. Experienced announcer-writer wants more of it—anywhere. Announced Westtown Playhouse. Announced, wrote script, continuity for Airways Theatre. Three years army radio. Single, age 25. Box 802, BROADCASTING.

Program director. 14 variety years. Prefers Del Mar, Va. vicinity. Box 811, BROADCASTING.

nnouncer. Vet, 22, single. Disc shows, ad-lib, newscasts plus voice that sells. Will travel. Howard Riedel, 2935 Dawson Avenue, Chicago, Illinois.

nnouncer, staff. Reliable. Trained in all phases of radio with accredited radio school. Box 801, BROADCASTING.

Chief engineer: 5 years manufacturing experience. $60. Box 810, BROADCASTING.

Five piece western band desires to change locations, has been featured for past fourteen months on 50,000 watt station. Recently broke sales record for sponsor for one year period. Features fine vocal trio and girl accordian player solo singer. Union. Will send pictures, transcription and further details upon request. Available after giving two weeks notice. Box 804, BROADCASTING.

Top disc jockey. Five years experience. Originality, excellent humor, fluent ad lib. Big mail puller. Good commercials, news, ET available. Box 807, BROADCASTING.

nnouncer—Top Washington-New York experience; seeks advancement. Box 809, BROADCASTING.

Situations Wanted (Cont'd)

Western singer. Veteran, good voice and palaver. Excellent one-man show. Now on 10 sponsored quarter hours weekly. Want connection with station in territory that offers personal appearances, dances. Will work for modest salary and give station percentage of outside appearances. Sober, reliable. Good wardrobe . . . 1947 car (paid for). References. Air check available. Box 812, BROADCASTING.

Former bookkeeper with 1000 watt station desires position in east or south. Will leave country. Able to set up books for station. Experienced on air. References. Male, single. Box 748, BROADCASTING.

Announcer, experienced, versatile, desires opportunity and permanency west of Rockies. Now or future. Disc, photo. Box 782, BROADCASTING.

Announcer with voice delivery that sells. Graduate leading school in Radio City. Disc on request. Box 783, BROADCASTING.

Engineer-announcer. First class license. Five years Naval operator. Married. Housing needed. Box 784, BROADCASTING.

For Sale

For sale—250 watt radio station, prosperous market. The price is right. Why build when you can buy one already built. Box 767, BROADCASTING.

For sale—Western Electric 5 kw transmitter in excellent condition. Now operating. Available about August 15, 1947. Complete description on request. WIS, Columbia, S. C.

Four Western Electric 9-A pickup assemblies complete one hundred fifty dollars each. One spare head seventy five dollars. Write or wire Electronic Engineering, Inc., 1124 Vermont Aveue, N. W., Washington, D. C.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Make offer. Radio Station KFVD, Los Angeles.

Tower for sale—One Blaw Knox 605 foot uniform cross section tapered top guyed galvanized tower perfect condition. Modification of top section will support four section pylon or similar FM antenna and give overall height of approximately 575 feet. Will sell for price far less than new tower. For details wire or write E. C. Frase, Jr., Chief Engineer, Radio Station WMC, Memphis, Tennessee.

Wanted to Buy

Wanted. 16" turntables, 16" pickups, and broadcast microphones. REX, 2017 Second Avenue, Seattle, Wash.

Wanted to buy—Meissener 150-B transmitter. State condition and price. Box 726, BROADCASTING.

Wanted—Good used 1 kw AM transmitter FCC approved. Also, AM tower not less than 265 ft. Include full specifications and prices with reply. Box 753, BROADCASTING.

Wanted. Studio console with three microphone channels, one remote channel, and VI. Turntables and pickups preferred, but not essential. REX, 2017 Second Avenue, Seattle, Wash.

Wanted to buy—Going standard broadcasting station within 400 miles of Chicago. Replies confidential. Reply to H. R. Meyer, 942 North 15th Street, Apt. 3, Milwaukee 3, Wisconsin.

Miscellaneous

Unusual rental opportunity. Downtown Washington, D. C., near 10th and F, N. W. Several floors available in 10 story fireproof building. Ideal for large broadcasting company. For further details call Leasing Dept., Leo M. Bernstein & Co., 1415 K St., N.W. Metropolitan 5400. Washington, D. C.

Frequency monitor service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Eidson Electronic Company, Temple, Texas.

PRESS COMMENT

Editorial Opinion Generally Approves Labor Curbs

Los Angeles Times—The Supreme Court appears to have endorsed the theory that Congress can prohibit all feather-bedding practices of labor unions. . . . If this proves the case, the law will take on a broader application than radio alone.

Washington Evening Star—While a few of its (Taft-Hartley Bill) provisions are of doubtful wisdom and may prove unworkable, the law as a whole is moderate and is aimed at correcting abuses which the unions could not or would not correct of their own accord.

Washington Times-Herald—It is to be hoped that management will not lose sight of the fact that one thing we seriously need in this country is continuously improving relations between labor and management.

New York Herald Tribune—The Supreme Court has at last clipped Mr. James Caesar Petrillo's wings. Its ruling in support of the Lea Act, coming together with the enactment of the Taft-Hartley Act, would seem to make the end of an era of labor license unique in American history.

New York Times—Mr. Petrillo is an adroit and headstrong man. We can assume that he will seek other means to attain his ends.

Lea Statement

(*Continued from page 13*)

have been the Congressional purpose."

Now, with the enactment of the Taft-Hartley Act, the country has a much broader scope of legislation intended to create a more balanced and just relation between management-and-labor and the public.

In the normal course of events we can expect an evolution, an improvement, a broadening of this legislation, based upon experience, and which should result in more stabilized conditions and in greater protection to the public against the arbitrary and unscrupulous actions of arrogant racketeers.

This development of legislation which will normally occur should not only give more protection to the public, but in the end should be to the advantage of labor itself.

The broad advantages of fair and just legislation that should be evolved out of this situation are worth more to the average citizen than any advantage he could possibly expect to attain through special privileges and immunities that have been imposed upon the country in recent years.

FOR SALE
New Collins 300 G
250 watt transmitter
Never uncrated
2 sets tubes and crystals
Price $2500.00
Write WCVS, Springfield, Ill.
c/o Harold Dewing

Smith Named FCC Hearing Examiner

Appointment Is 12th to New Division at Commission

ELIZABETH C. SMITH, attorney in the FCC Law Dept. Broadcast Division and member of the Commission's original legal staff, last week was appointed a hearing examiner. Miss Smith is the second woman to be so named, sharing place with Fannie Neyman Litvin, also a veteran of the legal staff and newly chosen examiner.

Miss Smith's appointment is the twelfth made to the new Hearing Division which became effective earlier in the month under the Administrative Procedure Act [BROADCASTING, June 16]. However, two of the new examiners—Edward F. Kenehan and Walter B. Emery—already have relinquished their appointments to accept other assignments. Mr. Kenehan was named chief of the Broadcast Division AM Section and Mr. Emery chief of the Broadcast Division Renewals Section [BROADCASTING, June 23].

An attorney in the Common Carrier and Broadcast Divisions of FCC since 1934, Miss Smith has been with the latter division for the past 2½ years. From 1931 to 1934 she was legal assistant to the chairman of the Oklahoma State Corporation Commission and prior to that she was engaged in the private practice of law for two years.

Miss Smith attended Emory U. and U. of Oklahoma and received her B.S. from East Central State College. Her LL.B. was won at Okmulgee Law School in 1929. Miss Smith also has done graduate work at National U. Law School and American U. During the war she studied radio engineering at Maryland U.

Named to Committee

GORDON GRAY, WIP Philadelphia, has been named a member of the NAB Sales Managers Retail Advisory Subcommittee by William D. Murdock, chairman. The subcommittee has supervised such projects as the Joske retail study.

FOR SALE

250 Watt Network Outlet

North Rocky Mountain Area

Long established—only station in the city—serving rich communities—reception from outside stations almost impossible. Competition two daily newspapers—radio station covers the same area. Property well equipped and is making money; could make more if properly worked. Can change frequencies and increase power thereby enhancing the value of the property. Excellent living conditions and where you can make some money. Price $98,000.00—terms arranged. Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton
1011 New Hampshire Ave.	235 Montgomery St.
National 7405	Exbrook 5672

Taft-Hartley

(*Continued from page 79*)

Hour Administration.

Broadcasters now can go to the NLRB for a decision on whether actors, singers, writers and perhaps announcers are professionals. If they are so construed, and unless a majority of a specific group votes otherwise they should be dealt with as separate bargaining units.

As an example, AFRA might be interpreted as comprising two separate groups—announcers, and actors and singers. Technicians clearly are not professional people in most cases, it is believed. A station therefore may consider the idea of bargaining separately with announcers; actors and singers; technicians; writers; musicians. This effect of the law is construed as weakening the bargaining strength of some unions.

Section 206 of the law covers national emergency strikes (involving national health or safety). It authorizes the President to name an investigating board, with injunctive procedure in operation pending study of the strike. The President could consider effects of a wide broadcasting strike on the nation and invoke the section, should he deem such a situation an emergency.

Many supervisory employes need no longer be included in collective bargaining agreements. IBEW contracts frequently include supervisory personnel.

The closed shop ban strikes at the "working permit" system under which some local unions grant temporary cards to non-members if they cannot supply members for jobs.

Section 8B3 of the act makes it an unfair practice for a union to refuse to bargain collectively with an employer. In his recording negotiations several years ago Petrillo told recording firms his members just didn't care to work, and made no offer.

Section 2 (3) excludes persons operating as independent contractors (freelancers) from bargaining provisions, since they are not considered employes. NLRB conceivably may adopt a definition of independent contractors.

'Voice of America' Slashed, Networks to Do Programming

STATE DEPT. administrators started paring their staffs and sending out termination notices last week as the Senate Appropriations Committee reported out the agency's budget which included a 50% cut for the Office of International Information and Cultural Affairs.

OIC asked for over $30,000,000 and Sen. Joseph Ball's (R-Minn.) subcommittee recommended only $13,000,000 with an amendment which would put all programming in the hands of private agencies. For the "Voice of America" alone $6,387,250 was recommended, considerably less than asked for but enough to continue the operation on an interim basis.

The requirement that programming be turned over to private agencies was contained in a "personal services" limitation of $687,000, automatically forcing OIC to go outside the department for programming help.

The committee recommendations did not by any means signal the end of the long battle through which Assistant Secretary of State William Benton has fought ever since Congress convened.

In the House, the Mundt bill which provides basic authority for the OIC programs, both cultural and informational, was passed by a vote of 272-97. This was regarded as a good sign for the OIC, but a warning was contained in the fact that Reps. John Taber (R-N. Y.) and Karl Stefan (R-Neb.) both voted against the bill. Mr. Taber and Mr. Stefan are respectively chairman of the full committee and the State Dept. Appropriations Subcommittee, which a short time ago voted to discontinue the OIC entirely.

Complicating the picture is an apparently growing move on Capitol Hill to force the resignation of Mr. Benton, who has been in charge of OIC operations for more than 20 months. It is understood that Secretary of State George Marshall has been asked to request Mr. Benton's resignation.

Sources in Mr. Benton's office denied that the OIC chief has been asked to resign or is planning to submit a resignation on his own behalf.

The OIC itself is understood to be preparing a streamlined operational plan to go into effect just as soon as its budget finally comes down from the Capitol.

It was also learned that Mr. Benton in a letter to Senator Ball stated that the policy heads of the networks are opposed to private broadcasters undertaking responsibility for "Voice of America" programming. There are some operating officials among the network people, however, who have said they think the job can be done effectively.

"Voice of America" proponents hope that the joint committee can effect a recommendation in time to permit a deficiency appropriation by next April.

Miller

(*Continued from page 14*)

Your statement at the hearing on the White Bill will unquestionably be referred to later as the first step in a change in the whole philosophy of radio legislation and regulation. That is not to say that it may not be a long time coming, as I presume you fully anticipate, but I just wanted to let you know that the appreciation of it can be evidenced to you here and now.

Campbell Arnoux, president of WTAR Norfolk, Va., and NAB board member to Judge Miller—I never expect to hear a more brilliant or finer piece of testimony and we should all be extremely grateful to you especially under the almost impossible difficulties of preparation or organization in the few days available. I only wish every member of NAB could have been present in person and have had the privilege of hearing you.

Mr. Arnoux, in letter to Mr. Trammell—We are very fortunate, I feel, to have the judge as our leader in this fight for freedom of radio and in other matters of industry importance.

T. A. M. Craven, vice president of Cowles stations and member of NAB board, to Mr. Stanton—I recognize in Justin Miller a true leader, a man around whom we can rally in support. I consider (his) testimony before the Senate to be the first presentation of our cause which has sufficient merit to command attention of all thinking people. This does not detract in any way from the sincere efforts of those of us who have testified in previous years. While we knew what we wanted and were intensely sincere in our efforts, we unfortunately did not have the broad experience in constitutional law which is so necessary in a case of this nature.

White Bill Hearing

(*Continued from page 15*)

If Congress should be convened in special session this fall, hearings might be held before Rep. Howell's subcommittee on either or both bills, assuming he has completed his measure by that time. If ordinary legislative processes are followed, however, with Congress convening in regular session next January, chances are that the new bill would be dropped in the hopper then.

Heavy Burden

The general attitude of broadcasters has been that the heaviest conceivable legislative burden is placed on radio in combatting legislation of the caliber of the White Bill. Broadcasters would much prefer a measure affirmatively designed to spell out the limitations of FCC's functions, leaving it to those having opposing views to seek revisions.

That apparently is the approach of Rep. Howell and members of his subcommittee.

Other members of Rep. Howell's subcommittee are: Reps. Leonard W. Hall (R-N.Y.); Joseph P. O'Hara (R-Minn.); James I. Dolliver (R-Iowa); Hugh D. Scott Jr. (R-Pa.); Alfred L. Bulwinkle (D-N.C.); Oren Harris (D-Ark.); Richard F. Harless (D-Ariz.). In addition Rep. Wolverton, chairman of the full committee, and Rep. Clarence F. Lea (D-Calif.), as ranking minority member, are *ex-officio* members of the subcommittee.

In the parade of witnesses following Messrs. Trammell and Elias before the Senate Subcommittee last week, Prof. Edwin H. Armstrong, inventor of FM, denounced "abuses" which he said had retarded growth of the new phase of the radio art and sought legislation to prevent their recurrence. Rear Adm. S. C. Hooper (Ret.), former Chief of Naval Communications, proposed a plan to give listeners a voice in renewal of licenses and recommended separation of broadcast stations into "service categories" according to the programming fare they offer.

Other Witnesses

Others among the week's witnesses for the most part centered their attention on the White Bill's provisions relating to equitable time for all sides in public and political controversies, and to provisions relating to FCC organization.

Rev. Sam Morris, representing the National Temperance & Prohibition Council, also asked for an amendment forbidding radio advertisement of liquor, and a similar change was requested by Elizabeth Smart of the Women's Christian Temperance Union.

The opposition of Bill Henry, CBS commentator and president of the Radio Correspondents' Assn., to the measure's requirement that news sources be identified brought from Senator White the concession that in drafting this section "I was just groping in an attempt to get the truth to the American people."

ALL-NIGHT COVERAGE IN DES MOINES FLOOD

WHO Des Moines went on full-time emergency basis when the worst flood in 44 years struck the city. Staff men fed 16 live shows and five recordings at flood scenes within a 15-hour period. The station stayed on the air all night to handle flood news and warnings.

Staff members went to outside points for recordings. Gene Godt, newsman, was named official radio liaison on the disaster committee. Among those active in the coverage were Jack Kerrigan, program director, and Jack Shelley, news manager, aided by Jim Charlton and Gene Meher. Engineers operating remote equipment were Herb Steinmetz, Gordon Parks and Bill Parker. On duty in the control room were Reed Snyder, chief, Harold Risler and Lou Frederick, with Tom Wildman and Cliff Melloh at the transmitter. Bobby Griffing, announcer, worked all night after regular shift as did Helen Owens, PBX operator.

WTMJ Milwaukee in July increases its daily broadcast schedule an extra hour and its Sunday schedule one-half hour. Station will be on daily from 5:30 a.m. to 12:30 a.m. and Sundays from 7 a.m. to 12:30 a.m., representing a weekly increase of 6½ hours.

Session-by-session account of the earings follows (there were no fternoon sessions and none at all Thursday):

MONDAY

Objections of Niles Trammell, BS president, to the White ill drew from Senator White Last onday the observation that "we ay undertake a substantial exansion of this bill since there are ore things that are not touched an are."

Mr. Trammell's testimony virually climaxed the presentations f the industry. It hinged, as did ost of the testimony, on the thesis hat radio should be treated on a ar with the press. Senator White bjected to this analogy and apparently had the support of the ntire committee.

Mr. Trammell predicted that any "radio broadcasters of today ill become the electronic publishrs of tomorrow . . . Practically ery form of artistic expression ill become available to the people rect from studio to home through ese modern methods of mass communication." He declared that recognition of the same freedom r radio will place a powerful ally the side of the press." As part this freedom he declared that

Mr. TRAMMELL

he FCC "should be denied any uthority involving control of the rogram services that the Americn people are to receive."

He pointed out that such control ill eventually, through the rapily expanding technology of the roadcasting act embrace sight-nd-sound as well as facsimile rinting, and would therefore be a edge toward a controlled segent of the otherwise free press.

He also challenged the argument hat there must be regulatory ower over business practices beause of a scarcity of radio wavengths. This scarcity, he declared, oes not really exist.

"Today there are more radio sta-

SENATORIAL BATTERY at last week's White Bill sessions were (l to r): Sen. Homer E. Capehart (R-Ind.), Edward H. Moore (R-Okla.), Wallace H. White Jr. (R-Me.) and Edwin C. Johnson (D-Colo.)

tions in the cities of this country than there are daily newspapers," he asserted, and continued with a demonstration of an exhibit which showed the distribution of newspapers and radio stations in important parts of the country.

The need for limiting the Commission's power, he continued, is "all the more compelling as these new radio services are developed." Should government gain control of such an important medium for distributing words and pictures, it would not be difficult, he asserted, to see how an "autocratic or dictatorial government could determine what the people shall see as well as what they shall hear when television becomes an established service . . . when facsimile delivers newspapers into the home the cycle will be complete, for then such a government would be able to control what the people shall read as well as what they shall see and hear."

He singled out the phrase "public interest, convenience or necessity," as the source of uncertainty in the law today. "Unless the freedom of the public to determine what it should hear is to be surrendered to the government for regulation, this phrase must be defined to exclude from its meaning anything relating to programs and business practices of broadcasters," he continued.

As further evidence of the rapidity with which the art of communications is expanding, Mr. Trammell made public for the first time the development by RCA Laboratories of a new high-speed communications system tentatively referred to as "Ultrafax" This device, he explained to the Committee, utilizes television so that some 1,000,000 words can be flashed over microwave relays in one minute. He said "Ultrafax" would be ready for demonstration sometime this summer. (See story page 19).

In spite of the numerous points of difference between Senator White and Mr. Trammell the Committee Chairman was in high good humor throughout the hearing. At one point he interrupted the NBC president to tell an illustrative off-the-record story to point up the possibility that he might "change his mind" with regard to some of the positions he has taken on radio legislation.

During one exceedingly cordial exchange with Sen. Edwin C. Johnson (D-Colo.) Senator White interrupted to remind the Committee and its witness of the work at hand. "Let's get over this love feast," he admonished smilingly.

Senator Johnson defended the White Bill's provisions for identification of the news and fair administration of time for political speakers declaring "someone has to exercise authority over fairness. There must be someplace in the background an arbiter who will see that there is fairness on all counts."

The discussion over "fairness" grew out of a discussion of whether NBC had acted properly in permitting the National Association of Manufacturers in going ahead with a previously scheduled program at a time when Sen. Robert A. Taft (R-Ohio) was being carried on two other networks answering President Truman's statement on the Labor Bill.

Mr. Trammell answered by returning to his original premise, pointing out "that some papers put a certain story on page one, some on page ten and some back in the classified ads section. I think you've got to leave this up to the fundamental integrity of the broadcasters."

White Says Radio "Put on a limb"

Senator White declared that this premise put the broadcasters "right out on a limb." He added that while there is nothing to prevent a newspaper from publishing, the broadcaster has no absolute right to his license. And the role of the government in granting licenses, he continued, leads it to an inevitable interest in programming. "There can be no judgment as to the determination of public interest, convenience or necessity unless the agency can review the programs," said the senator.

He declared emphatically that "there ought to be considerations of the determination of the character of service to the public." He admitted that the White Bill does in major measure deal with technical aspects of broadcasting, "but where the act deals with the public good I don't see how you can make a decision without giving the FCC some power."

Mr. Trammell returned to the argument observing that the public, after all, has a great deal to do with determining whether a program is to survive or not. He pointed out that the original basis for regulation of the radio was for the sake of allocating frequencies and power so that there would be less or no interference. This originally grew out of what was then considered a "scarcity" of frequencies. But, concluded Mr. Trammell, everyone who testified before the Committee agreed that there is no longer a scarcity of frequencies, and that it is easier to get a license to operate a radio station than it is to establish a newspaper.

At one point when Senator Johnson expressed a critical attitude toward the bill, Senator White turned to him and said, "Please don't confess that here." Senator White also announced that the Committee would no longer be able to continue morning and afternoon sessions because of other work.

Several times Senator White commented that although there were a great many arguable points about his bill, he could not take the Committee's time to thrash them out. Mr. Trammell expressed hope that there would be time to work out these points of difference.

One of the most spirited arguments between the network president and the Committee Chairman arose over what the former called

(*Continued on page 84*)

52 NEW MUSICAL ¼ HOURS
with
KAY LORRAINE

FRANK GALLOP
Announcer

"Songbird Kay Lorraine is scheduled for the biggest gal build-up since Dinah Shore"
—WALTER WINCHELL

"Kay Lorraine is the greatest modern songstress"
—QUENTIN REYNOLDS

"Kay Lorraine, one of this column's pets"
—ED SULLIVAN

Write, wire, phone . . .

Harry S. Goodman
RADIO PRODUCTIONS
19 East 53rd St. New York, N. Y.

White Bill Hearing

(*Continued from page 83*)

"censorship power" which would be given the FCC by the proposed law.

Giving the Commission power to refuse to renew a license would be "a form of censorship much more powerful than the blue-pencilling form of censorship," he declared.

He suggested that the law be changed "to specify in terms so clear as to be beyond misconstruction," that the Commission "shall have no power to censor, alter, or in any manner exercise any control over the material to be broadcast or the right of the licensee to determine the character and source of the material.

"I appreciate that there is a sharp issue here," replied Senator White, "but I don't want to argue it out now."

As for the bill itself, and specific recommendations, Mr. Trammell suggested that the Commission be composed of nine members with a Broadcast Division and a Common Carrier Division with the Chairman to serve on each division.

He objected to the proposed uniform accounting system as the application of a "common carrier concept to an industry which the Congress has said is not a common carrier."

Political Section Criticized by Trammell

The political section drew his criticism that since the press is not subjected to such restraints there appears no reasonable excuse why the broadcasting industry should be.

The White Bill requirements on news broadcasting he termed "restraints that would be unthinkable for the press," and pointed out that a radio station is in many ways like a daily newspaper. He also showed that newscasters have been from the very beginning in the habit of labeling what is commentary and what is news. Such a practice, however, he concluded, should not be "imposed by statute."

The option time features of the White Bill, he said, would in effect deprive the public of many of its popular programs for "the hypothetical advantage of substituting strictly local entertainment in certain communities.

The 25% limitation on membership, he declared, was without "logical basis," and founded upon a fiction that any one station controlled a definable listening audience.

"Potential coverage of 25% of the population is a long way from the exercise of monopolistic control," he continued. "The licensee of a station does not control the radio service of the people living within the area served by the station. On the contrary, each station competes with many other stations in its area for the attention of the listeners. The total audience is divided among many stations, so that no one station controls the service to the population in its vicinity."

In conclusion he protested against what he called a "double jeopardy" to broadcasters contained in provisions of the present Act relating to the application of the Anti-Trust laws. He pointed out that the broadcaster is the only businessman who can be put out of business for a violation of this act. He declared that the industry does not seek immunity from the anti-trust laws, it merely wishes to be on an equal basis with other industries.

Failure of the White-Wheeler Radio Bill of 1943 presages a similar fate for the present White Bill, according to testimony before the Interstate Commerce Committee last Monday by Don Elias, director of WWNC, Asheville, N. C.

Mr. Elias

Mr. Elias pointed out that the earlier legislation "failed of enactment, because it failed to find favor in Congress, with the regulatory authority, or with the industry . . . " and added that many provisions of the present bill were borrowed from its predecessor.

Mr. Elias, vice president of the *Asheville Citizen-Times*, only newspaper in Asheville, also protested the bill's "discrimination" against newspaper ownership of radio stations.

Said Mr. Elias: "Radio, to me, is an electronic printing press. It is as simple as that . . . "

As for FCC program control, Mr. Elias referred the committee to "the master of the situation." "American radio has a censor," he continued, "He is Mr. Average Citizen. He lives within easy range of many stations. He is the master of the situation. With a slight twist of the knob he can turn thumbs down on any and every station."

TUESDAY

Opening Tuesday's session, a spokesman for Aeronautical Radio Inc. urged that the bill's plan to organize FCC into separate divisions be changed to create a third, co-equal division specializing in Safety & Special Services, which includes aeronautical radio.

Senator White replied that there couldn't be "a separate division for every kind of service." He repeated the statement he made to FCC Chairman Charles R. Denny the week before— that, in addition to the separate broadcast and common carrier divisions, the full Commission might sit as a "third division" handling Safety & Special Services.

Aeronautical Radio's statement was presented by Donald C. Beelar of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis in the absence of Gordon H. O'Riley, vice president and general manager of Aeronautical Radio.

Rear Admiral S. C. Hooper (Ret.), former Chief of Naval Communications, now a consultant, said he previously had recommended adoption of the division plan by FCC and that he thought more progress would have been made under such a system.

Proposes Two or Three Divisions of FCC

He proposed "two or three" divisions: One "fully responsible" for broadcast matters, with other Commissioners "fully responsible" for non-broadcast activities. There should also be, he said, a "separate division of the whole presided over by the FCC Chairman as provided in Section D of the bill, but this division of the whole will not have jurisdiction over the broadcast or special services, but will have jurisdiction over common carrier frequencies, adoption and promulgation of rules and regulations of general application, etc., as laid down in the bill."

Admiral Hooper, asserting that the public should be given a greater voice in broadcast licensing, recommended that the public be polled on the "relative standing of each station as compared with the others in the same zone," and that this data be used by FCC in passing on renewal applications.

Admiral Hooper suggested that the polls also cover applicants "who feel that they can do a better job for the public by replacing an existing station on some frequency."

He also favored a separation of broadcast stations into two service categories—"one for unlimited service as at present, and the second class for limited service for public entertainment only." Applicants for the second class of operation would specify the type of entertainment they proposed to offer —"for example, aviation, detective stories, grand opera, etc., or various combinations"—and the license would name the form of entertainment for which it was issued. He asserted:

> These [entertainment] stations would not come under the "freedom of speech" argument. They would correspond to theatres and specialty newspapers for the entertainment of the public, and their success would depend on their ability to obtain the public's approval of their form of entertainment.

Admiral Hooper contended that programs were "much better" when cities had "only two or three stations."

He also proposed that further competition for AT&T and Western Union be provided "by requiring the licensing of the newly projected microwave television and facsimile relay services be given to independent carriers, one or more in each geographic area. This might also apply to highway radio," he said.

He expressed hope that the Committee "will be able to persevere until the Communications Act is brought up to date."

Rolf Kaltenborn, son of Commentator H. V. Kaltenborn, appeared on behalf of the Committee to Insure Non-Partisan Radio to urge that the bill's equitable-time provisions be enacted. He presented a pamphlet titled "Radio: A Threat to Democracy," which asserted that "now is the time to safeguard radio from political manipulation" and warned that "the practice of letting radio become predominantly the mouthpiece for the party in office may yet prove fatal to our democracy."

Mr. Kaltenborn's arguments evoked Senator Johnson's congratulations for "the most constructive, the most logical and the most necessary statement we've heard yet in these hearings." The Senator said other statements for the most part had involved too much "self-interest."

Rev. Sam Morris of San Antonio, representing the National Temperance & Prohibition Council, recommended that the bill be amended to forbid radio advertising of "any spiritious, vinous, malted, or fermented liquors, or any combination thereof for beverage purposes subject to tax under . . . the U. S. Internal Revenue Code."

He renewed his long-standing attack on the radio industry for what he called discrimination against dry interests, singling out the major networks and NAB. He contended a "conspiracy" exists between radio and the alcoholic beverage industries "to keep dry forces off the air."

Mr. Morris called attention to FCC's opinion in his own effort to prevent renewal of license of KRLD Dallas. The Commission there granted renewal but ruled that in some places the question of alcoholic beverages may enter the category of controversial public issues.

He pointed out that the Council has a $33,000,000 suit pending in U. S. District Court, Western District of Kentucky, against CBS, five of its stockholders, and Schenley Distilling Corp. and Schenley Distilleries Inc., sponsors of programs on CBS.

Senator White interrupted Mr. Morris several times, urging him to shorten his oral presentation by not duplicating testimony he had presented in hearings on the still-pending Capper Bill (S-265), which would ban broadcast advertising of alcoholic beverages.

Mr. Morris submitted a statement by the Council president, Henry M. Johnson, asking not only that liquor advertising be prohibited but that the law also place "a limitation of the earnings of the Fiduciary Trustees, viz., the stations and networks, to the same rate of earnings as public utilities."

Rev. Dale Crowley of Washington, D. C., representing National Religious Broadcasters Inc., con-

nded that broadcasters "have owded God into a corner" and ked that the bill be changed to quire every licensee "to provide me for religious broadcasts with- t discrimination as to time of day night, or the day of the week, on eir broadcasting schedules."

His request led Senator White to mment that he'd always ques- oned whether there isn't author- y to require stations to reserve nday mornings for religious pro- grams.

Mr. Crowley said three major etworks refuse to sell time for eligious programs and that the ourth, Mutual, sells it only on Sun- ay mornings. Hundreds of sta- ions, he said, "have fallen in line with this unfair policy and prac- ice."

Elizabeth Smart, representing he national Women's Christian Temperance Union, rejected indus- y arguments that program con- ideration by FCC infringes on free peech. She argued that stations' conduct" should be reviewed, and roposed that the bill's provisions n record-keeping be amended to pecify that program reports hould be open to public inspection.

She opposed the advertising of lcoholic beverages, and insisted hat Congress should hold whatever rogram and business control is ecessary to assure that the public as access to the microphone, and hat equitable air time is provided or all sides in a controversy.

WEDNESDAY

Edwin H. Armstrong, inventor f FM, told the Senate Interstate t Foreign Commerce Committee n Wednesday, that "some of the etworks" were largely responsible or what he said was the slow and ifficult progress made by FM in he past 11 years.

He declared that FM had earlier howed that it was the entire future f audio, and that ordinarily an in- ention such as this would have een extensively and intensively eveloped without delay. "I have een in radio 40 years," he declared, and have seen everything happen, xcept this."

FM, he continued, opened up the adio frontier beyond the 30 mc and, leaving it "as wide open as he country west of the Alle- henies." But, he asserted, the net- works "stood aside with the result hat the FCC closed the spectrum bove 30 mc leaving only five hannels to FM."

The effect, he concluded, was to ill off interest in FM since it was bvious that with only five channels o nationwide network could be de- eloped for this service. The long ime effect hurt him directly, he laimed, costing him an investment f "hundreds of thousands of dol- ars."

"It took four years to get out f the straitjacket," declared the nventor, "and it took a new Chair- an of the FCC"—James Lawrence ly—to do it. Mr. Fly, he re- counted, in May 1940 expanded the FM band to 40 channels, thereby assuring its future.

Then at the end of the war it appeared that FM had much to look forward to. Manufacturers, he said, tooled up in 1943 and FCC suggested a Radio Planning Board be established to plan for post-war radio.

Another setback, however, occurred in October 1944, according to Prof. Armstrong, when an "ex-employee of the FCC appeared with a proposal that FM move above 100 mc."

At this point Senator White interrupted his testimony with a request that he comment on manufacturers being licensed to broadcast. Mr. Armstrong replied that in his opinion "it warps a man's judgment when he sits on both sides of the fence." But he added, "as an inventor I hesitate to step outside of my own field."

Senator Edwin Johnson (D-Colo.) then broke in to submit some questions posed by the absent Senator Charles Tobey (R-N.H.), at the bedside of his ailing wife.

Senator Tobey wanted Prof. Armstrong to expand on his use of the word "kibitzers," used in his written submission to describe the attitude of the networks. Mr. Armstrong had stated in part "Great progress began immediately and continued until interrupted by the outbreak of World War II. The major networks contributed nothing to this development, but simply stood by, occupying a position which is most aptly described by that expressive word 'kibitzer.'"

He had meant, he explained, that when FM tried to force its own development, one of the networks, without experience in the FM field, testified before the FCC that "our standards were all wrong, and tried to narrow our channels." Another network made the statement, he continued, that because "we had no operating experience it was the opinion of the network that there is conflict between FM and television and therefore preference should be given to television."

The man who had made this statement, said Prof. Armstrong, was Paul Porter, then counsel for CBS.

Senator Johnson commented, "so Paul Porter is one of the kibitzers?" To which Mr. Armstrong replied, "I think they have both recanted."

Prof. Armstrong declared that today his position is very good, and pointed to the recent assignment of 100 channels to FM, adding that more channels will be required in the future.

Although he blamed the networks for having helped to hinder the development of FM, full blame included what he called "the abuse of the regulatory power" by the FCC. Because of this abuse he claimed "99% of the people do not have the advantages that should have flowed to them from this advance in the art."

He warned that unless some means is found to prevent a recurrence of these abuses "then you might as well hand over the future development of radio to a few large groups with well organized lobbies, because no individual is ever again going to follow the course that I have followed."

Hubbell Is Second Witness of Day

Wednesday's second witness was Richard W. Hubbell of the firm of the same name, a television, radio and motion picture consultant. His particular concern with the White Bill was related to the "new capital ear-marked for the development" of the radio and television art.

"Boiled down," he declared, "the problem concerns the fundamental relationship between government and broadcaster or telecaster." He asserted that the present short-term three-year license tended to inject a heavy factor of uncertainty into investments made in radio. This he said is holding back development.

He suggested therefore that the licensing period be expanded from three to seventeen years with the Commission having the power to challenge in court the right of a broadcaster to continue his license if he abuses it.

The problem of the broadcaster, he maintained, is how he can maintain an equity in his investment if the government has a recurring renewal power which almost invalidates a heavy investment periodically at short intervals. "The power to renew" he told the committee, "is the power to destroy."

He claimed that a 17-year license would stimulate new investment in an industry, namely television, which depends for its future success on investments.

Bill Henry, president of the Radio Correspondents' Assn. and CBS commentator, appeared next to speak both in his official capacity and as a newscaster.

He agreed, "in principle," with the NAB position that "broadcasting should be as free of regulation as the press," and opposed "any regulation beyond that already in existence."

Then, giving the committee "the reaction of the individual broadcaster of news" to the law, he declared that the problem of identification of news has always been a prime concern of both broadcasters and the recipient of the news.

Final witness before the committee recessed until Thursday was Stanley Faulkner, special counsel for the Voice of Freedom Committee. He explained that the Committee, which opposes the White Bill, was organized last February to protest the removal from the air of "liberal" commentators among whom he listed William Shirer and Johannes Steel.

He opposed the bill on grounds that it generally "emasculates the authority of the FCC over program content, diminishes the Commissions' powers to grant and deny licenses to broadcast, to refuse renewals of broadcast licenses, to impose penalties for deficiencies in operation, or to properly regulate transfer of licenses and sale of stocks of licenses."

FRIDAY

Sen. Glen Taylor (D-Ida.), first Friday witness, limited his testimony to "hearty" endorsement of the provision exempting broadcasters from responsibility for libel spoken in political campaigns.

Fulton Lewis jr., commentator, said intent of the section on identification of news sources is good but that it would be "paralyzing" for radio news in general. His solution would be to require all newscasters to file sworn statements, subject to public inspection, setting forth amounts and sources of their income and the income of their families, listing organizations they belong to, etc.

Ed Craney, Northwest broadcaster, felt the "other side" in political or public controversies should be given access to "the same identical stations [as the original speaker], hooked up for simultaneous broadcast without the competition of top shows to distract the listeners attention." He added: "In my opinion the effect is the same whether free speech is 'abridged' by Government or 'limited' by monopoly or private control."

Proposed network regulations, he said, "may not be the only answer" but "it is better to try something than . . . to sit still and do nothing." Existing limitation of multiple ownership by number of stations is no guarantee against monopoly, he declared.

Mr. Craney "strongly" favored the political provisions, calling them "a definite improvement" which sets up exact language in place of "the whim or judgment of seven men in Washington." With respect to the definition of those who might secure political time, he referred to earlier witnesses' claims that the section "invades free speech" by limiting access to the radio. He said he was "getting a little fed up with this mantle of free speech that is thrown around everything whenever it is proposed that some action be taken in the public interest."

Miss Susan B. Anthony submitted a legal analysis of the bill and said the Progressive Citizens of America, which she represented, felt the measure "will not improve" the present Act, "but, rather, will do serious harm to the ability of the FCC to administer the law of the land so as to benefit the public, and, further, will curtail or prohibit freedom of speech and expression of opinion by individuals and groups."

Joseph Pirincin, representing Socialist Labor Party of America, and Bernard K. Johnpoll, WYOS Liberty, N. Y., also testified.

At Deadline ...

FCC HEARS ARGUMENT IN NEW YORK FM CASE

ORAL ARGUMENT in New York Class B FM case Friday before FCC brought renewed effort by American Jewish Congress to establish relevancy of its proposed-to-be-stricken testimony against qualifications of News Syndicate Co., *Daily News* publisher and one of five grantees, and to seek further inquiry. AJC reaffirmed its belief in principle of newspaper's editorial policy determining its qualifications to operate radio station and thus previewing broadcast policy.

Questioning legal propriety of striking its evidence, after supposed earlier acceptance by hearing examiner and Commission itself, AJC reviewed allegedly biased *Daily News* articles. It held material to be expressly prejudiced, contrary to FCC memorandum opinion [BROADCASTING, June 16]. Objector concluded by asking grant be given any applicant but News Syndicate.

News Syndicate, despite vigorous questioning by Comr. Clifford J. Durr, maintained its stand that FCC has no power to consider editorial policies or news content of newspaper published by station applicant. Comr. Rosel H. Hyde inquired if newspapers are to be excepted from character examination. Reply was Congress has given no agency power to pass on editorial policy.

News Syndicate further stated evidence offered by AJC against *Daily News* has no probative value and should be stricken from record, holding that evidence had been found to lack expert qualifications.

Radio Corp. of Board of Missions & Church Extension of Methodist Church argued it should receive channel because of proposed public service "in accord with the Blue Book." Denial was made of proposed decision "inferences" concluding station would be only for Protestant faiths and might have weighted attitude.

Other appearances included: WEVD, Frequency Broadcasting Corp., Metropolitan Broadcasting Service, WLIB, North Jersey Radio Inc., Radio Projects Inc., ABC, Unity Broadcasting Corp., WPAT.

DENNY ASKS RESTORATION OF HOUSE BUDGET CUT

PLEA entered by FCC Chairman Charles R. Denny Friday before Senate Appropriations Committee to restore $875,000 of $1,250,000 cut from Commission budget by House. Increase covers salaries and expenses. Chairman did not ask restoration of telegraph probe fund—$375,000.

TV and other radio services would be seriously curtailed, he said, predicting TV applications next year will double or treble. He added 964 broadcast applications pend, with 599 in hearing. Corner-cutting enabled FCC to keep heads barely above water with present staff, he said.

Questioning by Senators Clyde M. Reed (R-Kans.), Joseph C. O'Mahoney (D-Wyo), and Theodore F. Green (D-R. I.) directed to determine if cut would impede development of industry. Committee attitude apparently sympathetic to demand. Chairman said wartime developments have put industry 50 years ahead of normal expectations.

'BULLETIN' FILES APPLICATION TO BUY WCAU, SELL WPEN

APPLICATIONS filed with FCC late Friday for consent to purchase of WCAU and WCAU-FM Philadelphia by Philadelphia *Bulletin* for stripped price of about $2,900,000, and for sale of *Bulletin's* WPEN Philadelphia to Sun Ray Drug Co. for $800,000 [BROADCASTING, June 16].

Bulletin, whose agreement to purchase WCAU was part of paper's acquisition of J. David Stern publishing and radio interests of last February, plans to exchange WCAU-FM for WPEN-FM and WPEN-TV, to keep its radio properties at same location.

Sun Ray Drug is Eastern Seaboard chain operating 150 stores and is headed by three Sylk brothers. WPEN is on 950 kc with 5 kw; WCAU, on 1210 kc with 50 kw. Counsel included Ralph L. Walker of Pierson & Ball, Washington, for *Bulletin* and WPEN; Leonard Marks, of Cohn & Marks, Washington, for Stern interests; Robert B. Wolf and Louis Cohen, Philadelphia, for Sun Ray Drug.

NEW PUBLIC OPINION STUDY

FIELD work on new NORC study of what public thinks of radio to be conducted in November, NAB Research Subcommittee decided. Study approved at May NAB board meeting [BROADCASTING, May 26]. Final decision not made on organization to handle field work, or form in which results will be presented. Some changes planned in questions. Subcommittee members: Hugh Beville, NBC, chairman; Carl Burkland, WTOP Washington, committee chairman; Dr. Paul Lazarsfeld, Columbia U.; Elmo Wilson, CBS; Earl Winger, WDOD Chattanooga.

IABA CHANGES MEETING

INTER-AMERICAN Broadcasting Assn. board meeting scheduled for New York last week-end changed to July 5 Atlantic City. Mexican, Cuban directors can't arrive before that date. Board will discuss organizational problems, urge current world telecommunications conference adopt provisions guaranteeing freedom of speech by radio internationally as democracies now do domestically. Board may also set time, place next general meeting of IABA, formed last fall in Mexico City [BROADCASTING, Oct. 14, 1946].

AFL STUDIES LABOR ACT

REPORT by Joint Television Committee of AFL talent unions on wages, hours and working condition in video field sent to individual unions for study. Committee hopes to be ready by late summer or early fall to present proposals for wages, hours and working conditions to television broadcasters and sponsors. Union counsel now studying Lea Act and Hartley-Taft laws to see how they will affect joint action of this kind.

YANK FOOTBALL ON TV

WABD, Du Mont video station in New York, offering advertisers fall package of eight New York Yankee pro football games. Seven originate at Yankee Stadium, eighth at Ebbets Field, Brooklyn. Overall price, $20,000

DEWITT NAMED PRESIDENT OF WSM NASHVILLE

JOHN H. (Jack) DeWITT, engineering director, Clear Channel Broadcasting Service, who achieved international fame for "shooting the moon" with radar, appointed president of WSM Nashville. Under new set-up, Edwin Craig moves from presidency to board chairman and Harry Stone remains vice-president and general manager [CLOSED CIRCUIT, May 5].

Mr. DeWitt became WSM chief engineer in 1932, holding post until 1942. During that time he supervised building of 50 kw WSM transmitter. He went to Bell Telephone Co. in 1942 for special war work, later entering into radar experiments for Army's Eastern Signal Corps laboratory. He was commissioned major in July 1943, lieutenant colonel in 1944. He currently is completing work on CCBS clear-channel study.

GEN. DYKE RESERVE POST

KEN R. DYKE, NBC vice president and director of broadcast standards and practices, appointed brigadier general, Officers Reserve Corps, Army of U. S., by President Truman. Gen. Dyke was Chief of Civil Information & Education under Gen. MacArthur, in charge of radio, press, motion pictures, education and religion of Japanese occupation with rank of brigadier general at war's end.

WIND SEEKS TV

WIND Chicago, headed by Ralph L. Atlass, applying for new television station (Chicago's fifth), FCC authorities said Friday. Application requests Channel 2, puts installation costs at about $211,000. Monthly operating costs estimated at $13,000; monthly revenues, $7,000.

ARTHUR LEBEL, State Dept. telecommunications division, sent back from Atlantic City conference after heart attack incurred as result of overwork. He has been in coma. Mr. Lebel served as aeronautical radio expert.

Closed Circuit

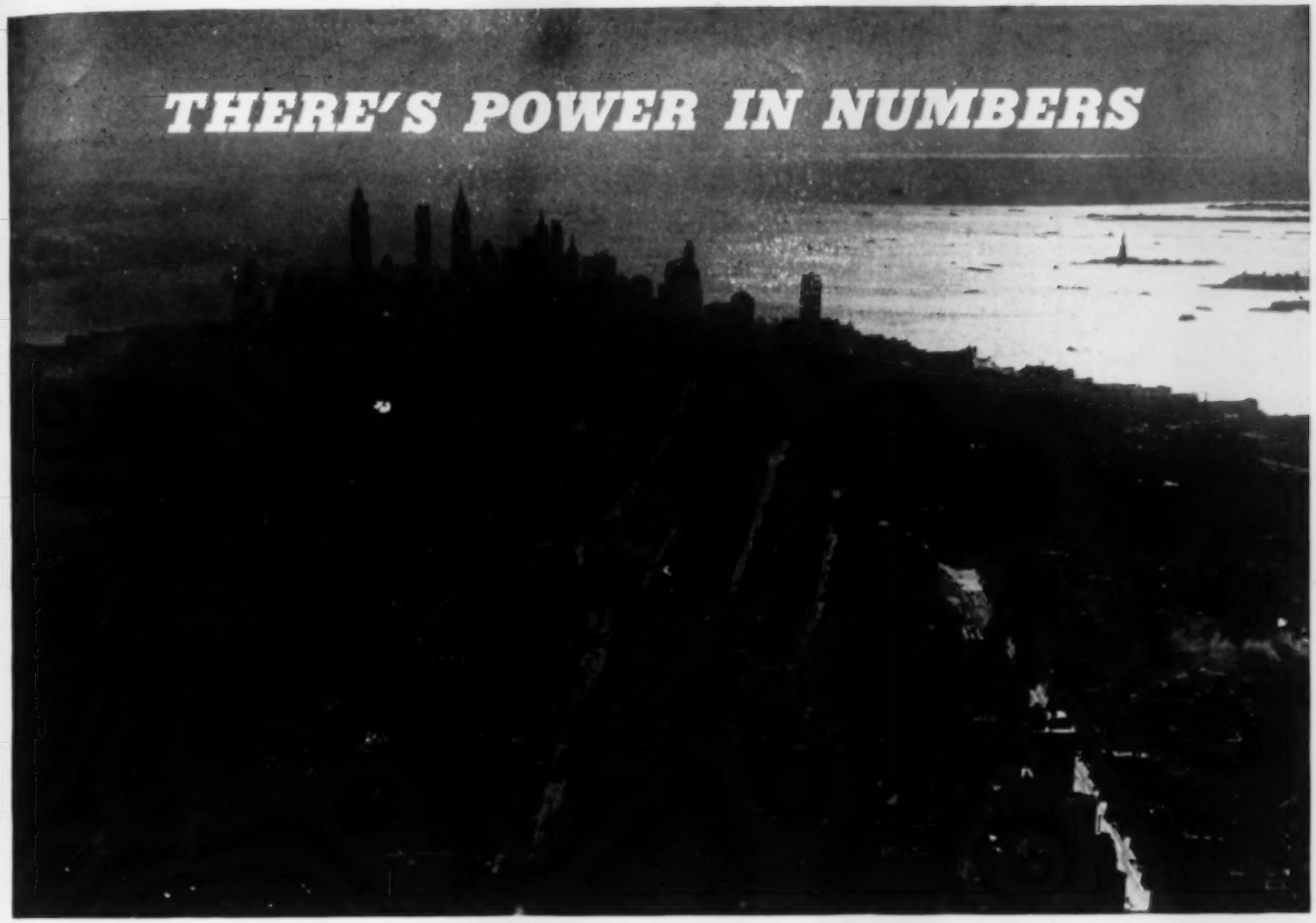
(Continued from page 4)

FM directors-at-large (subject to referendum) another sign of interest. NAB front office disposed to string along with present staff in selecting new head of FM Dept.

HEADACHES never cease in Convention planning. Discovery made last week that NAB Convention at Atlantic City week of Sept. 15 conflicts with Jewish high holydays—Rosh Hashana and Yom Kippur. Postponement deemed impossible but special arrangements likely to be made for services for Jewish delegates.

AMERICA'S top technical radio experts attending International Telecommunications Conference in Atlantic City can't fathom reports of noncooperation of Soviets. They attest to cooperative attitude of Alexander D. Fortushenko, head of USSR's delegation. They credit him with cooperation beyond ordinary call and attribute to him settlement of many knotty problems. This, they say, is far cry from "obstructionist" stories.

HUBER HOGE & SONS, New York, reportedly scouting station availabilities for Arthur Murray Dance Studios, New York, in preparation for fall spot campaign.



WINS NOW 50,000 WATTS

Over the most densely populated area of New York City, WINS now has a clear, powerful directionalized daytime signal equivalent to 240,000 watts non-directional.

With its five-fold increase in power, WINS for the first time will deliver to metropolitan New York listeners a signal thoroughly comparable with the very best now available in that market.

And even though daytime power goes up, no immediate rate increase is contemplated. Any rate adjustment either up or down will, in the future as in the past, reflect our long standing over-all company policy of selling a demonstrated listening audience at the lowest possible cost-per-listener consistent with sound and constructive operation.

WINS AT WORK

CROSLEY BROADCASTING CORPORATION

WINS

NEW YORK

He's the TOPS...He's on MUTUAL

He's Martin Block...Radio's No. 1 Disc Jockey...and a national air personality.

Mutual is proud to present him in its new, full-hour, *network* record program*—because we believe the MARTIN BLOCK SHOW will be a great new *program service*, not only to listeners from Augusta, Me. to Yakima, Wash., but also to all Mutual-affiliated stations.

With his 13 years' experience in building musical programs which attract and hold listeners, Block knows intimately what they want. His ratings in New York (with its 20-odd stations) have consistently *topped* the ratings of his competition—network and non-network.

Moreover, Block is known from coast to coast through three great network shows—"Hit Parade," the Kay Kyser show and, currently, the Chesterfield "Supper Club."

As the most popular disc jockey and a U.S.-size star, Block is undoubtedly the best man to fill the unending demand for daytime music—and he will do it at a time when no other network offers music.

We are convinced the MARTIN BLOCK SHOW will match Block's New York success. Already, the Show is helping many of our stations gain and hold large new audiences—and strengthen their program structure and competitive position.

In addition to all this, Block is a master salesman whose commercials are friendly, informal, convincing and resultful. He brings to radio selling the personal touch which listeners like and listen to and act upon. It's a "break" for the listener—and it works for the advertiser.

P.S. To Four National Advertisers: Block is the greatest buy any network has offered in years. Ask for the whole story.

*In cooperation with Warner Bros.—KFWB

Mutual Broadcasting System

WORLD'S LARGEST NETW